

Poster Display Headers



Example Poster display header

TECHNICAL KEY FIGURES

Format (w × h)	160 x 35 cm
	154 x 29 cm visible area
	In your interest, relevant information should be placed in the visible area.
Print file format	Format (1:1) + bleed
File type	PDF-X4
Bleed	3 mm circumferential
Resolution	300 dpi (not scaled, moved to the format of the print file)
Color mode	CMYK
Fonts	Conversion into character paths or delivery
Color profile	ISOcoated_v2_300_eci oder ISOcoated_v2_eci (available under: http://www.eci.org/de/downloads)
Print data delivery	Up to 20 days before the start
Data transmission	Via eMail or OwnCloud – we will send you the specifications
Color proof	A Proof of UGRA-FOGRA standard with measurable media wedge will be provided by you or upon request, charged by DIE DRAUSSENWERBER
Special note	Where the advertising content provided by the client is AI-generated or AI-edited, it must comply with the transparency requirements of Regulation (EU) 2024/1689 and include the legally required labelling. See also (https://digital-strategy.ec.europa.eu/en/policies/eu-icons-labelling-ai-generated-content).