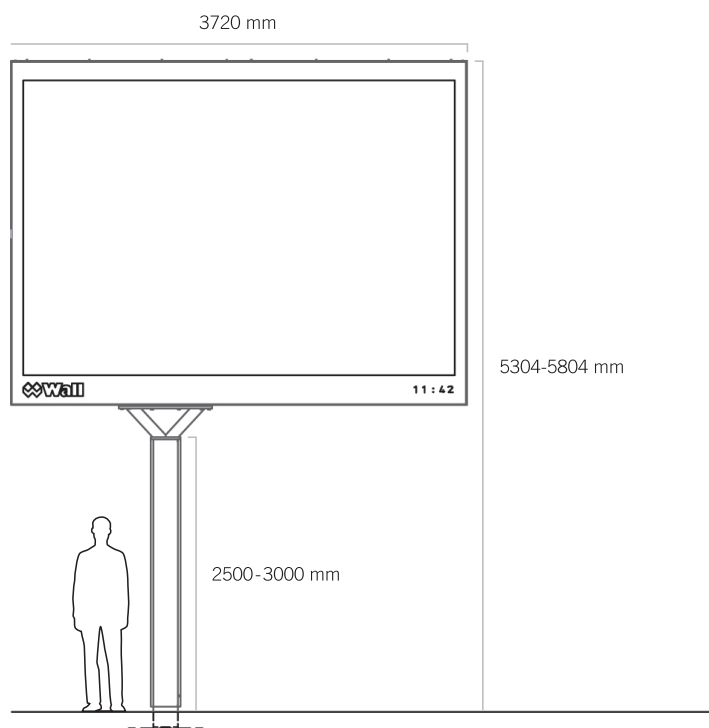


# DCLB – BERLIN



**Note,** that regular CLB motifs must be adapted to DCLBs due to different resolutions.

## PRODUCT DESCRIPTION



**Resolution** 440 × 300px

**Aspect ratio** Approx. 4 : 2.7

**Color space** S-RGB

**Color depth** 8 bit/channel

**DPI** 72 dpi

## FORMAT

**Still frame format** jpg



## DATA

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<b>Delivery</b>	Ordering and naming – please use the following format when naming files: Year_CalenderWeekOfTheBroadcast_Client_Medium_NumberOfAdvertisingMedium.format  For example: <b>Year</b> 2015 <b>Calendar week</b> 22 <b>Client</b> Client <b>Medium</b> DCLB <b>Number</b> 01 (in case of different DCLBs screen individual files) <b>Format</b> .jpg
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<b>Delivery deadline</b>	14 days before placement up to 2 pm
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<b>Contact at Wall</b>	Jana Stieler Friedrichstraße 118 10117 Berlin T +49(0)30 33899-5630 digital@walldecaux.de
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## DESIGN GUIDELINES

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<b>Message</b>	Keep it simple. The Digital City Light Board is mainly viewed by car drivers, thus, less is more: a large motif combined with a brief key message.
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<b>Headline</b>	Headlines with minimum of 18 pt, text from 8 to 16 pt.
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<b>Antialias</b>	Antialiasing will usually result in better legibility.
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<b>Copy</b>	Bright font colour on darker backgrounds is generally advised.
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<b>Pixel image</b>	The Digital City Light Board always displays a pixel image.
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<b>Display of Legal Notice</b>	See <a href="http://www.dafont.com">www.dafont.com</a> for pixel fonts that allow for a better display of legal notice texts than regular fonts.
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<b>Advice</b>	The data delivered should always be tested on the Digital City Light Board before going live, since colour schemes on the DCLB may vary from regular computer screens. We would gladly assist you.
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## LOCATIONS

## PIXEL PITCH

<b>Charlottenburg</b>	> Kurt-Schumacher-Damm/centre island in front of Jakob-Kaiser-Platz	2-sided	8 mm
	> Neue Kantstraße 10 in front of Messedamm	2-sided	8 mm
	> Tegeler Weg/centre island in front of Mörschbrücke	2-sided	8 mm
	> Spandauer Damm/centre island in front of Reichsstraße	2-sided	8 mm
	> Messedamm in front of footbridge to ICC	1-sided	8 mm
	> Kaiserdamm 80-81/ centre island in front of Soorstraße	2-sided	8 mm
	> Clayallee 1-3/centre island behind Waldmeisterstraße	1-sided	8 mm
	> Messedamm 8/ centre island behind Neue Kantstraße (Hotel IBIS and entrance to central bus station)	2-sided	8 mm
	> Siemensdamm 80/centre island in front of Jakob-Kaiser-Platz	2-sided	8 mm
<b>Wilmerdorf</b>	> Halenseestraße 10/centre island behind Rathenauplatz	2-sided	8 mm
	> Hohenzollerndamm 102/centre island behind Miquelstraße	1-sided	8 mm
<b>Schöneberg</b>	> Kurfürstenstraße 105 behind Ansbacher Straße	1-sided	8 mm
	> An der Urania/ centre island behind Kurfürstenstraße	2-sided	8 mm
	> Sachsenendamm 1 in front of Ballonfahrerweg	2-sided	8 mm
	> Wexstraße 2/centre island in front of Innsbrucker Platz	1-sided	8 mm
<b>Mitte</b>	> Axel Springer Str. across from No. 44	1-sided	8 mm
<b>Tempelhof</b>	> Tempelhofer Damm 104 centre island in front of Hoepfnerstraße	2-sided	8 mm
<b>Reinickendorf</b>	> Kurt-Schumacher-Damm 123-127/centre island in front of R.-Schumann-Brücke	2-sided	8 mm
<b>Spandau</b>	> Heerstraße 221 in front of Alt-Pichelsdorf	1-sided	8 mm
<b>Pankow</b>	> Prenzlauer Promenade 104 in front of Granitzstraße	1-sided	8 mm
	> Prenzlauer Promenade behind Tiniusstraße	1-sided	8 mm
<b>Lichtenberg</b>	> Landsberger Allee 131	2-sided	8 mm
	> Frankfurter Allee 201-205	2-sided	8 mm