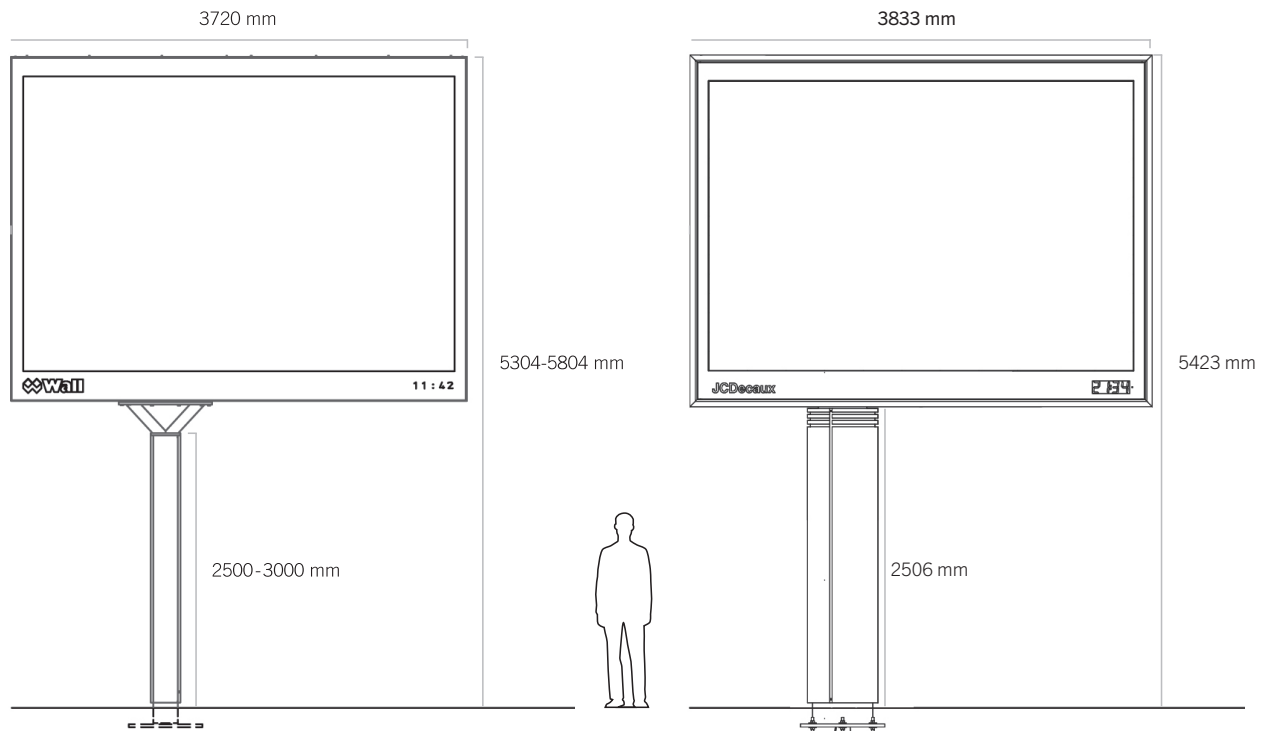


DCLB – GERMANY



Note, that regular CLB motifs must be adapted to DCLBs due to different resolutions. Right versions is only for Hamburg.

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

Delivery Ordering and naming – please use the following format when naming files:
Year_CalenderWeekOfTheBroadcast_Client_Medium_NumberOfAdvertisingMedium.format

For example: **Year** 2015
Calendar week 22
Client Client
Medium DCLB
Number 01 (in case of different DCLBs screen individual files)
Format .jpg

Delivery deadline 14 days before placement up to 2 pm

Contact at Wall Jana Stieler
Friedrichstraße 118 10117 Berlin
T +49(0)30 33899-5630
digital@walldecaux.de

DESIGN GUIDELINES

Message 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.

Headline Headlines with minimum of 18 pt, text from 8 to 16 pt.

Antialias Antialiasing will usually result in better legibility.

Copy Bright font colour on darker backgrounds is generally advised.

Pixel image The Digital City Light Board always displays a pixel image.

Display of Legal Notice See www.dafont.com for pixel fonts that allow for a better display of legal notice texts than regular fonts.

Advice 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.



LOCATIONS

GRID DIMENSIONS

BERLIN

Charlottenburg	> 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
Wilmersdorf	> Halenseestraße 10/centre island behind Rathenauplatz	2-sided	8 mm
	> Hohenzollerndamm 102/centre island behind Miquelstraße	1-sided	8 mm
Schöneberg	> Kurfürstenstraße 105 behind Ansbacher Straße	1-sided	8 mm
	> An der Urania/centre island behind Kurfürstenstraße	2-sided	8 mm
	> Sachsenbühl 1 in front of Ballonfahrerweg	2-sided	8 mm
	> Wexstraße 2/centre island in front of Innsbrucker Platz	1-sided	8 mm
Mitte	> Axel Springer Str. across from No. 44	1-sided	8 mm
Tempelhof	> Tempelhofer Damm 104/centre island in front of Hoeppnerstraße	2-sided	8 mm
Reinickendorf	> Kurt-Schumacher-Damm 123-127/centre island in front of R.-Schumann-Brücke	2-sided	8 mm
Spandau	> Heerstraße 221 in front of Alt-Pichelsdorf	1-sided	8 mm
Pankow	> Prenzlauer Promenade 104 in front of Granitzstraße	1-sided	8 mm
	> Prenzlauer Promenade behind Tiniusstraße	1-sided	8 mm
Lichtenberg	> Landsberger Allee 131	2-sided	8 mm
	> Frankfurter Allee 201-205	2-sided	8 mm

HAMBURG

Altstadt	> Willy-Brandt-Straße, 25 m after Brandstwierte	1-sided	8 mm
Borgfelde	> Landwehr/B5, 10 m in front of Bürgerweide	2-sided	8 mm
Hamm	> Eiffestraße, 50 m after Wichernsweg	2-sided	8 mm
Hammerbrook	> Amsinckstraße, 5 m in front of Schultzweg	1-sided	8 mm
Neustadt	> Millerntordamm, 50 m in front of Glacischaussee	1-sided	8 mm
	> Millerntorplatz after Millerntordamm	1-sided	8 mm
Rotherbaum	> Theodor-Heuss-Platz, 20 m after Mittelweg	1-sided	8 mm
Uhlenhorst	> Oberaltenallee	1-sided	8 mm

DÜSSELDORF	> Airport Düsseldorf	3x1-sided	8 mm
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NÜRNBERG	> Airport Nürnberg	1x1-sided	8 mm
		1x2-sided	8 mm