



Data delivery and templates

General specifications and visualization advertising box

File format	PDF X/4:2010
Colour profile	ISO Coated v2 300%
Colour space	CMYK
Resolution	300ppi
Export	<ul style="list-style-type: none">– Export each page as a single PDF file with crop marks– Texts padded or embedded
Font size	At least 8 point
Line thickness	<ul style="list-style-type: none">– Dark lines on a light background: at least 0.5 point– Bright lines on a dark background: at least 1.0 point
Templates	Working Bicycle will gladly provide you with an Adobe Illustrator template.



Specification and visualization lid advertising space

Final format 474 x 190 mm

↳ **Thereof visible surface** 320 x 190 mm

Specifications QR Code

- The QR code must be placed on the lid in the blue shaded area, at least 5 mm away from the edge or the covered area, and embedded in the CMYK color space.
- Minimum size: 15 x 15mm
- The white area of the QR code must not be replaced with the design colour in the background for proper scanning.

Remarks

- The gray area won't be visible, but should have the same base colour as the design.
- The rounding (crescent) in the visual is cut out.

Integrate into print template (Export PDF)

CutContour* (The CutContour specifies the path of the cutter to the plotter. In order not to impair the printing of the layout, the CutContour must be defined as a solid color and overprinting. In the template, this is integrated as a pink line).



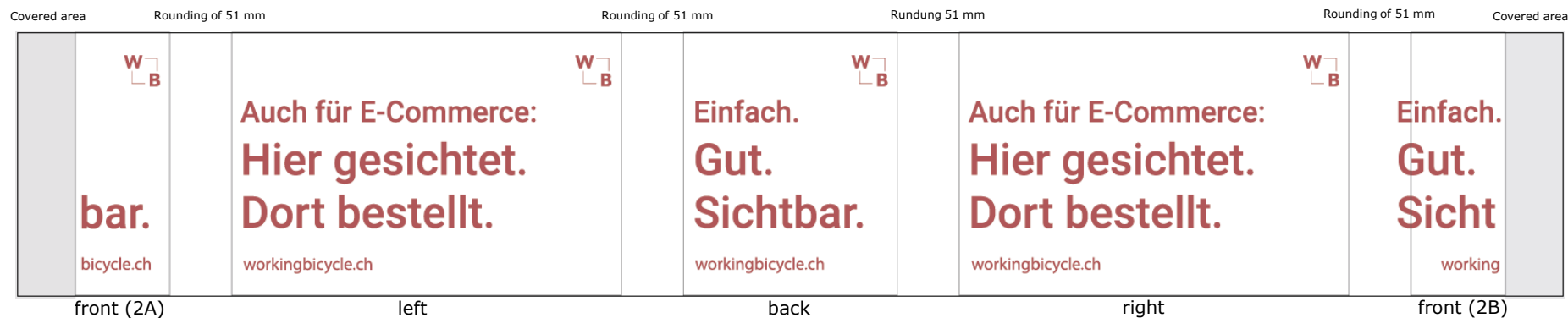
Specification and visualization surrounding advertising space

Final format 1270 mm x 216 mm

↳ **Thereof visible surface** 1175 mm x 216 mm

- Remarks**
- The gray area is not visible, but should have the same basic colour as the design.
 - The vertical lines in the artwork represent the curves of the advertising box and can also be used as advertising space. These are only shown for orientation and are not printed.

Integrate into print template (Export PDF) Crop remarks of 3 mm



Front sides 2A (r.) and 2B (l.)



Left side



Backside



Right side

New service: design analysis

- ① During the comprehensive design analysis of your campaign, we will make general recommendations on the design of the boxes, such as how the design can be shaped in terms of fonts, colors and content so that it attracts as much attention as possible.
- ② In addition, your campaign is tested for various factors using predictive eye tracking. For example, the key viewing zones (where people are most likely to look) and the attention shares of the individual subject elements (what people look at most) are analyzed and evaluated.
- ③ Your campaign can thus be optimized even before it is visible on the street.



If you have any questions, don't hesitate to contact us!



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