



Data delivery and templates

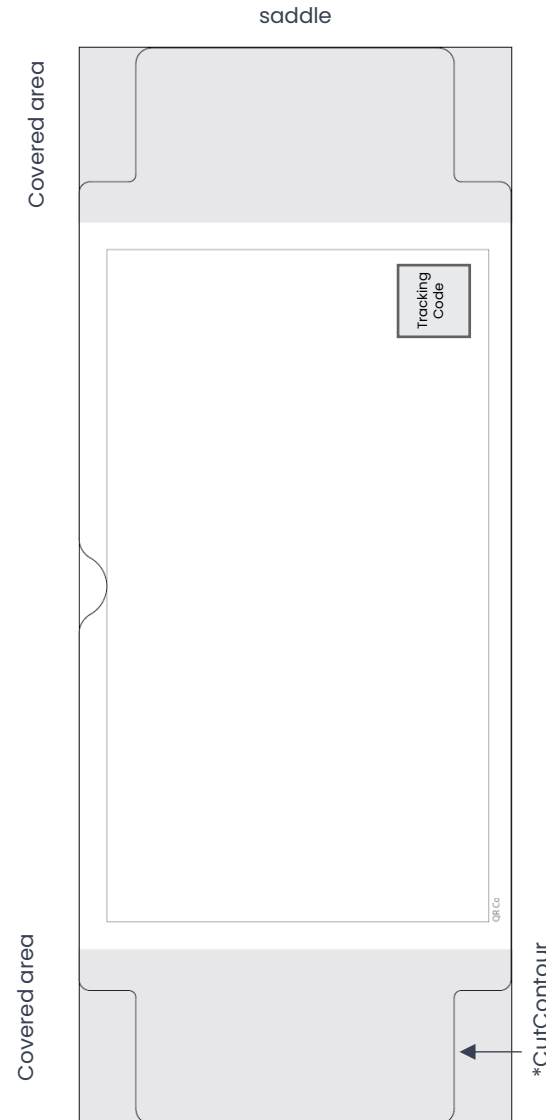
General specifications

File format	PDF X/4:2010
Colour profile	ISO Coated v2 300%
Colour theme	CMYK
Resolution	300ppi
Export	<ul style="list-style-type: none">• Export each file as a single PDF with crop marks• Texts padded or embedded
Font size	Minimum 8 points
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 or InDesign template.



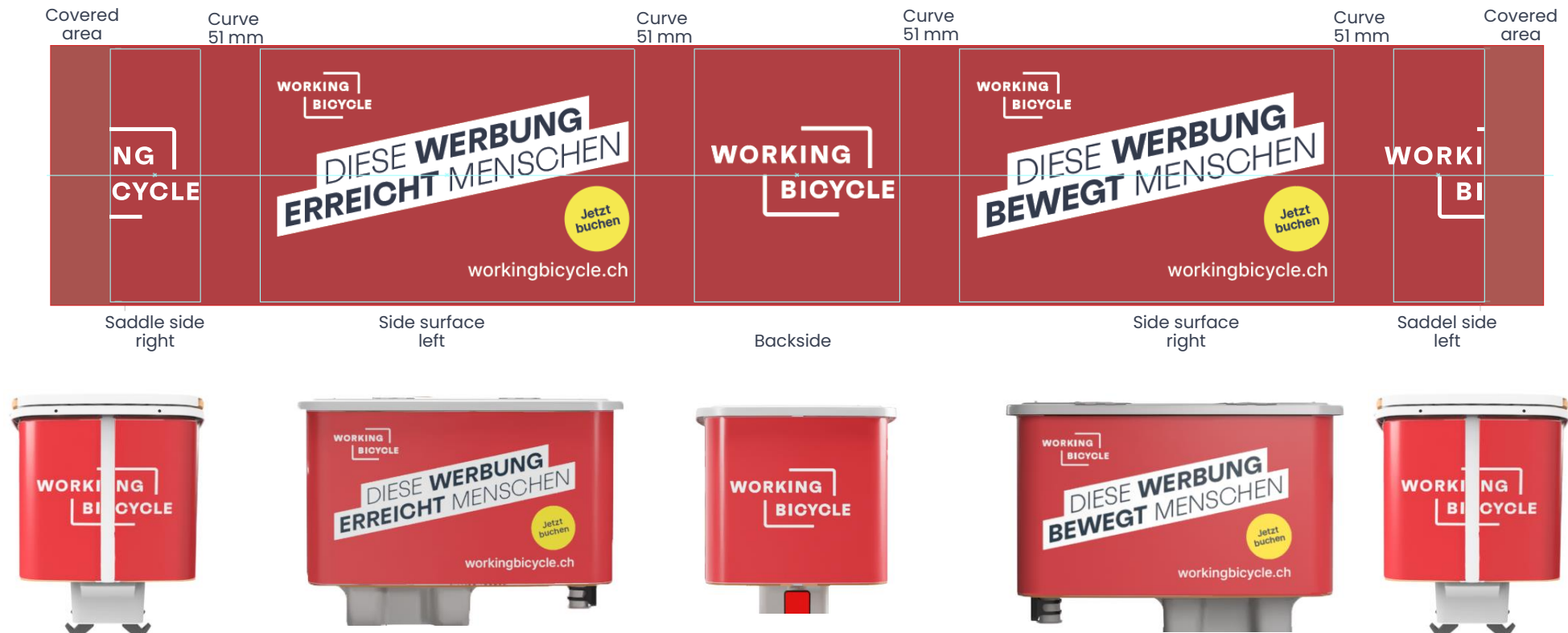
Specification lid advertising space

Final format	474 x 190 mm
↳ Thereof visible	320 x 190 mm
Specification Tracking Code	<ul style="list-style-type: none"> The tracking code must be placed at least 5 mm from the edge or the covered area and embedded in the CMYK colour space. Minimum size: 25 x 25 mm The white background of the tracking code must not be replaced with the design in the background to guarantee scanning is possible.
Covered area	<ul style="list-style-type: none"> The grey area is not visible, but should have the same basic colour as the design. The rounding (crescent) in the print template will be cut out.
CutContour*	The CutContour (shown as a pink line in the template) serves as a guide to where the cut-out of the lock will be placed. This line can be deleted after the design has been created.
Bleed	3mm



Specification surrounding advertising space

Final format	1270 mm x 216 mm
↳ thereof visible	1175 mm x 216 mm
Bemerkungen	<ul style="list-style-type: none"> The grey area is not visible, but should have the same basic colour as the design. The vertical lines in the print template 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. Images can be drawn up to half of the rounding. Texts should only be placed on the side surface only.
Bleed	3 mm



Design analysis with Intervista AG

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.

Please feel free to contact us for this additional service!





Contact



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