Delivery specifications
2024

Clear Channel

Deliver static design

Design

Adshel
Format poster: 118,5 cm x 175 cm
Visible size: 114 cm x 170 cm

Keep in mind that your texts remain well within the visible surface.

Education Media - VO/MBO
Format poster: 84,1 cm x 118,9 cm (A0-format)
Visible size: 78,1 cm x 112,9 cm

Education Media - HBO/WO
Format poster: 118,5 cm x 175 cm (Adshel-format)
Visible size: 114 cm x 171 cm

Design
Designs must comply with Advertising Code Committee guidelines. In addition, campaigns with sexual elements and/or unhealthy food are not allowed in schools.

Deliver poster design

File format
- PDF (1.4 or higher) of maximum 50 MB
- With 5 mm bleed margin including crop marks
- At 200 DPI with CMYK-colors

Deliver
Upload your design three weeks before the start of your campaign via www.clearchannel.nl/upload.

Deliver printed matter

Material
130-150 grams matte paper, light-diffusing for backlighting.

Reverse printing
Yes, unless digital printed. It's not possible at Education Media.

Spare material
< 700 posters 20% spare material
< 2.000 posters 15% spare material
< 3.000 posters 12% spare material
> 3.000+ posters 10% spare material

Delivery
Send the material no later that two weeks before your campaign plano on a pallet to:

Outdoor Furniture Nederland
Referention: CCNL + Advertiser + Order number
De Ooyen 25
4191 PB Geldermalsen

Make a clear distinction when you submit multiple designs

In terms of **sustainability** we use FSC-certified paper for all our printing. For our offset printing we also use recycled paper. We advise customers who print themselves to do the same.

Test your design with the visual scan

Before you deliver your design, we can test it free of charge on attention-grabbing capacity, viewing order, readability, contrast and more! Prior to a campaign, we predict the impact and provide tips for optimization where necessary. This way we get the most out of your expression and make sure it gets the attention it deserves! Ask your Account Manager about the possibilities.

Clear Channel

Deliver digital design

Format

Resolution pixels (W)x(H)
1080 x 1920

Specifications
Static: JPG or PNG / RGB-kleuren / max. 1 MB
Full Motion*: MP4 / H246 / 25fps / max 12.0 mbit/s / max. 5 MB / no audio

Adaptive advertising
Adaptive design using online data sources is possible on all digital screens if you deliver the design
as an HTML5 web package.

Designs
Designs must comply with Advertising Code Committee guidelines. In addition, campaigns with sexual
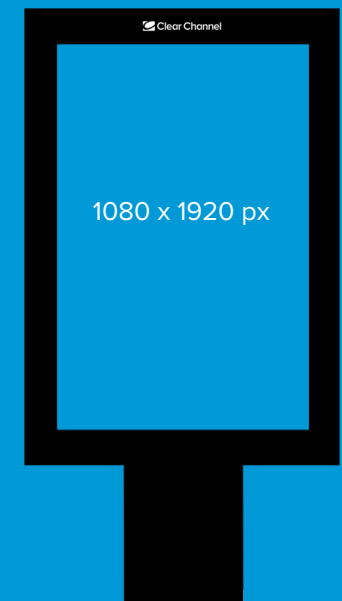elements and/or unhealthy food are not allowed in schools.

Deliver digital design

Upload your design 72 hours before the start of your campaign via www.clearchannel.nl/upload.
In terms of **sustainability** we ask you to submit files no larger than necessary. Every MB by which we
reduce a file saves 20 grams of CO2 emissions.

On a number of digital screens is only a static design allowed. Make sure there is always a
static design included.

	Lenght slot	Lenght loop	Static	*Full Motion	Visibility
City Live	6 sec	36 sec	Yes	Partly	05:00 - 00:00
Inner City Live	6 sec	36 sec	Yes	Yes	05:00 - 00:00
Education Media Live	6 sec	36 sec	Yes	Yes	07:00 - 18:00 VO/MBO
					07:00 - 23:00 HBO/WO

1080 x 1920 px

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Creating the
future of media

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