

Transit (BUS)

Product	Sheets	Poster size	Visible area
Inside the bus – sticker A3	1	297x420 mm (A3)	297x420 mm (A3)
Inside the bus – sticker A4	1	210x297 mm (A4)	210x297 mm (A4)
Outside the bus	Please consult with our project manager T +372 669 1870		

Printing file.

Size of the printing file should be: 1:10. Resolution 360dpi. All pictures should be in high-resolution. Suitable file extensions are .pdf and .tif.

In case using outside sides of the bus you need to know the type of a bus that is being used for your campaign, for exact drawings please contact Clear Channel Estonia T +372 669 1870

Paper material for stickers inside the bus.

For transit advertising we use stickers. You should use stickers which are covered with glue that is easy to remove for example **3M20 series material**. When introducing new paper grades, our Technical Department must be consulted and a trial pasting carried out.

Inks.

Must be able to stay up for a long time in an urban environment under summer conditions and rain without fading or changing in any other way. The use of glossy inks can cause reflections on the poster surface, which can impede the clarity of the advertising message. Posters for pasting must be able to tolerate paste. If in any doubt, e.g. about introducing new inks, our Technical Department must be consulted well in advance.

We advise against using solid black surfaces, as they can crackle in certain weather conditions after pasting.

Important terms of delivery.

Drawings and printing files must be uploaded **at least 10 days** before the start of the advertising period to Clear

Channel Estonia's FTP server: ftp.clear.ee

username: klient@clear.ee

password: Klient45

Posters and stickers must be delivered to Clear Channel Estonia's technical department **at least 5 days** before the start of the advertising period.

Delivery address: **Spordi tn 13A 11312 Tallinn Estonia** T +372 6517 260