

City Light Poster (CLP)

Design

These specifications apply exclusively to Designers for the delivery of the design, if Global Media is responsible for the production of poster material.

Production specifications

- File size: 592,5 x 875 mm (width x height)
- Visible format: 552,5 x 835 mm (width x height)
- Bleed: +3mm, including crop marks
- Resolution: minimum 200 to maximum 300 dpi
- Colour: CMYK (ISO Coated V2 or FOGRA39L) Files structured in RGB are automatically converted to CMYK (at your own risk)
- Filetype: PDF, version 1.4 or higher
- Fonts: Please supply all artwork in outlines
- Colour proof: ISO Coated V2 or FOGRA39L. There may be a max. deviation of 10% between the colours on the proof sheet and the final printed matter. If you do not supply a colour proof, we cannot give a guarantee on colour fastness.



Submit files

- Via WeTransfer to: ontwerp@global.com

Help with the creative and production

Our goal is to optimize the creative opportunities with professionals, please contact our Design department via nl.design@global.com.

City Light Poster (CLP)

Printing company

If you are providing the poster material for your campaign yourself, the following delivery specifications for the printer apply.

Production specifications

- File size: 1185 x 1750 mm (width x height)
- Visible size: 1105 x 1670 mm (width x height)
- Bleed: +3 mm, including crop marks
- Resolution: minimum 200 to maximum 300 dpi
- Colour: CMYK (ISO Coated V2 or FOGRA39L)
- File: PDF, version 1.4 or higher
- Fonts: Please supply all artwork in outlines
- Colour proof: ISO Coated V2 or FOGRA39L. There may be a deviation of up to 10% between the colours on the proof and the final printed product. If you do not supply a colour proof, we cannot give a guarantee on colour fastness.
- Material: 135 Grams/m² matte coated paper with reverse printing. For the account and risk of the customer. A minimum of 20% spare material must be supplied.
- Example poster: At least one sample must be supplied per visual, separately in a tube.



Delivery Address

The Outdoor Operations Company (TOOC) For the attention of: Global Media & Entertainment
Gemeenschapspolderweg 26, 1382 GR Weesp Monday to Friday: 7 a.m. to 4 p.m.

Printed posters must be delivered to The Outdoor Operations Company in the following manner:

- 1 to 99 pieces: Delivery in boxes. Make sure you add separator sheets between different expressions.
- 100 to a maximum of 2,500 pieces: Delivery on a pallet. Deliver the posters with the front (print) side down, fully dried and lightly powdered to prevent sticking. Be sure to add separator sheets between different designs.

Reserve material

From now on, we will request the following reserve quantities when our advertisers deliver posters.

- 0-200 posters - 15% reserve
- More than 200 spaces - 12.5% reserve

Attention!

Global cannot accept posters that have been printed with PVC ink, as no guarantee can be given on the poster quality of materials thus processed. Any extra costs arising from a different number of versions/ visuals from that indicated, will be charged. All our printed matter is printed on FSC coloured paper. All material supplied must meet the minimum requirements of the environmental criteria of the Printed Matter (2017) product group and of the Paper (2017) product group of Pianoo, the Dutch Public Procurement Expertise Centre.

Digital Out of Home

Portrait Full Motion & Still

Production specifications Full Motion

- Resolution of 1080 x 1920 pixels
- 9:16 aspect ratio
- 25 frames per second
- File format: .MP4
- Spot length is exactly 6 seconds and videos for the Dutch Rail network are exactly 10 seconds.
- Format the file name as follows: Globalordernumber_Campaignname_Day/Time_Resolution (e.g.: 100101_Global_Monday4PM_1080x1920.MP4).
- Creatives cannot include audio.



Production specifications Still

- Resolution of 1080 x 1920 pixels
- 9:16 aspect ratio
- File formats: .jpg or .png (**attention: still images only**)
- Format the file name as follows: Globalordernumber_Campaignname_Day/Time_Resolution (e.g.: 100101_Global_Monday4PM_1080x1920.JPG).

Exceptions for Dutch Rail (Full Motion Only)

Spot length: exactly 10 seconds

Colour use: At Dutch Rail stations, the creatives may not interfere with the corporate identity, signposting, travel information or the signalling.

- The colour codes below are not allowed if used in more than 10% of the image.
- Blue (NCS S4450-R80B) may not be used.

Information & Safety		Coulour	RGB	HEX
ProRail - Information		White	241/239/235	#F1EFEB
ProRail - Information		Blue	0/50/114	#003272
ProRail - OVCP Information		Magenta	209/58/114	#D13A72
ProRail - Informatie & Safety		Green	0/143/69	#008F45
ProRail - Safety Attention		Yellow	255/194/0	#FFC200
ProRail - Safety & Danger		Red	205/20/37	#CD1425
ProRail - Safety Warning		Orange	255/116/0	#FF7400

Important

All creatives are subject to approval by Global.

Submit files

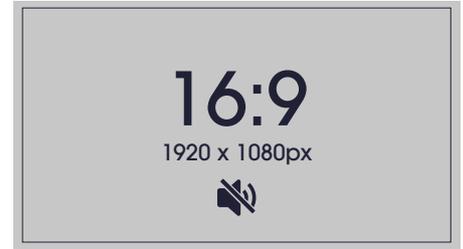
- By email (maximum 10 Mb): nl.digitalsupport@global.com
- Larger files can be sent via [WeTransfer](#)

Digital Out of Home

Landscape Full Motion

Production specifications Landscape Full Motion

- Resolution of 1920 x 1080 pixels
- 16:9 aspect ratio
- 25 frames per second
- Fileformat: .MP4
- Round off the length of the video to exactly 10 seconds and videos for the DOOH Leyweg The Hague & Piazza network to exactly 6 seconds.
- Format the file name as follows: Global order number_ Campaign name_Day/Time_Resolution (e.g.: 100101_Global_Monday4PM_1920x1080.MP4).
- Creatives cannot include audio.



Exceptions for Dutch Rail (Full Motion Only)

Spot length: exactly 10 seconds

Colour use: At Dutch Rail stations, the creatives may not interfere with the corporate identity, signposting, travel information or the signalling.

- The colour codes below are not allowed if used in more than 10% of the image.
- Blue (NCS S4450-R80B) may not be used.

Information & Safety		Coulour	RGB	HEX
ProRail - Information		White	241/239/235	#F1EFEB
ProRail - Information		Blue	0/50/114	#003272
ProRail - OVCP Information		Magenta	209/58/114	#D13A72
ProRail - Informatie & Safety		Green	0/143/69	#008F45
ProRail - Safety Attention		Yellow	255/194/0	#FFC200
ProRail - Safety & Danger		Red	205/20/37	#CD1425
ProRail - Safety Warning		Orange	255/116/0	#FF7400

Important

All creatives are subject to approval by Global.

Submit files

- By email (maximum 10 Mb): nl.digitalsupport@global.com
- Larger files can be sent via [WeTransfer](#)

Highway Billboards

Still

Production specifications Highway Billboards General

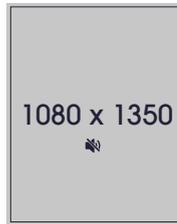
- File format: JPG, PNG
- Resolutions of 1920 x 1080 / 1200 x 896 / 1080 x 1350 / 1080 x 1080
- Colour mode: RGB
- Pixel aspect ratio: 1:1 (Square)
- File size: max. 10 MB
- Format the file name as follows: Global order number_Campaign name_Day/Time_Resolution (e.g.: 100101_Global_monday4PM_1080x1920.jpg).

1920 x 1080



Hoevelaken A1
Vianen A2
Zwijndrecht A16
Dordrecht A16
Dordrecht N3
Doetichem A18

1080 x 1350



Leiden A44
Roermond A73
Rotterdam A15
Arnhem I A12
Hazeldonk II A16
Utrecht N230
Vianen A27

1080 x 1080



Assen A28
Beverwijk A9
Hoorn A7

1200 x 896



Arnhem II A12
Etten-Leur A58
Hardinxveld-Giessendam A15
Two Brothers Sliedrecht A15
Nijkerk A28
Twins Schiphol A4
Goes A58
Zoetemeer A12
Herten A73
Den Haag A12

Roosendaal A17
Hazeldonk I A16
Leerdam A15
Maastricht A2
Triple Breda A16/58
Venlo A67
Barneveld A30
Emmeloord A6
Echt A2

Amsterdam A5
Roosendaal A58

The creatives must not contain colour combinations or designs that resemble official traffic signs or road markings. A complete image change after 3 seconds is not permitted.

Submit files

- By email (maximum 10 Mb): nl.digitalsupport@global.com
- Larger files can be sent via [WeTransfer](#)
- Last minute changes only in consultation
- Format the file name as follows: Global order number_Campaign name_Day/Time_Resolution (e.g.: 100101_Global_Monday4PM_1080x1920.jpg).

Important

All creatives are subject to approval by Global.

Digital Out of Home

Amsterdam Central Large Format

Production specifications Amsterdam Central Large Format - Banner

- Resolution of 3072 x 352 pixels
- 25 frames per seconde
- File format: .MP4
- Bitrate: 14000 KBPS
- Spot length is exactly 10 seconds
- Format the file name as follows: Global order number_Campaign name_Day/Time_Resolution (e.g.: 100101_Global_Monday16hours_3072x352.MP4).
- **Creatives cannot include audio.**
- No 'stills' allowed and no mirrors to be used

3072 x 352px 

Production specifications Amsterdam Central Grootformaat - West

- Resolution of 2112 x 608 pixels
- 25 frames per seconde
- File formats: .MP4
- Bitrate: 16500 KBPS
- Spot length is exactly 10 seconds
- Format the file name as follows: Global order number_Campaign name_Day/Time_Resolution (e.g.: 100101_Global_Monday4PM_2112x608.MP4).
- **The creatives are cannot include audio.**
- No 'stills' allowed and no mirrors to be used

2112 x 608px



Production specifications Amsterdam Central Grootformaat - DUO

- Resolution of 1408 x 608 pixels
- 25 frames per seconde
- File formats: .MP4
- Bitrate: 1100 KBPS
- Spot length is exactly 10 seconds
- Format the file name as follows: Global order number_Campaign name_Day/Time_Resolution (e.g.: 100101_Global_Monday4PM_1408x608.MP4).
- **Creatives cannot include audio.**No 'stills' allowed and no mirrors to be used

1408 x 608px



Digital Out of Home

Amsterdam Central Large Format

Exceptions for Dutch Rail (Full Motion Only)

- Spot length: exactly 10 seconds
- Colour use: at Dutch Rail stations, the creatives may not interfere with the corporate identity, signposting, travel information or the signalling.
- The colour codes below are not allowed if used in more than 10% of the image.
- Blue (NCS S4450-R80B) may not be used.

Information & Safety		Colour	RGB	HEX
ProRail - Information		White	241/239/235	#F1EFEB
ProRail - Information		Blue	0/50/114	#003272
ProRail - OVCP Information		Magenta	209/58/114	#D13A72
ProRail - Informatie & Safety		Green	0/143/69	#008F45
ProRail - Safety Attention		Yellow	255/194/0	#FFC200
ProRail - Safety & Danger		Red	205/20/37	#CD1425
ProRail - Safety Warning		Orange	255/116/0	#FF7400

Important

All creatives are subject to approval by Global.

Submit files

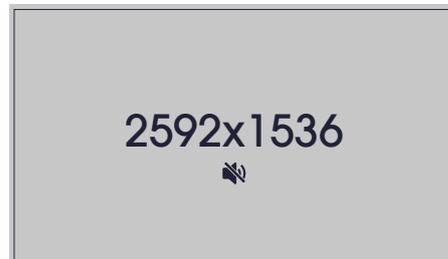
- By email (maximum 10 Mb): nl.digitalsupport@global.com
- Larger files can be sent via [WeTransfer](#)

Digital Out of Home

Cylinder Screen Rotterdam Zuidplein

Production specifications Cylinder Screen Rotterdam Zuidplein

- Resolution of 2592 x 1536 pixels
- 25 frames per second
- File formats: .MP4
- Lengte van de video afronden op exact 6 seconds
- Format the file name as follows: Global order number_
Campaign name_Day/Time_Resolution (e.g.: 100101_Global_
Monday4PM_2592x1536.MP4).
- Creatives cannot include audio.



Important

- All creatives are subject to approval by Global.
- The cylinder screen does not rotate, so we recommend taking this into account in the artwork.

Submit files

- By email (maximum 10 Mb): nl.digitalsupport@global.com
- Larger files can be sent via [WeTransfer](#)

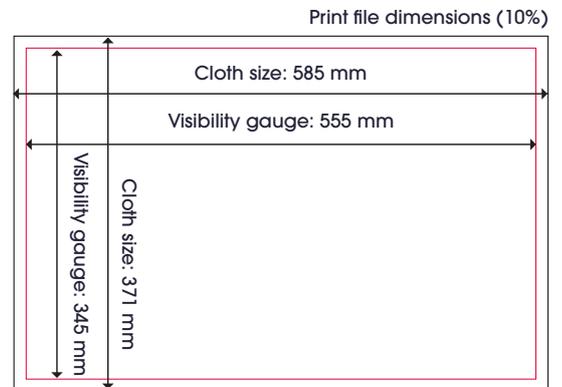
Analog Highway Billboards

Production specifications print file

These are the production specifications for the print file and therefore apply when we produce the fabric.

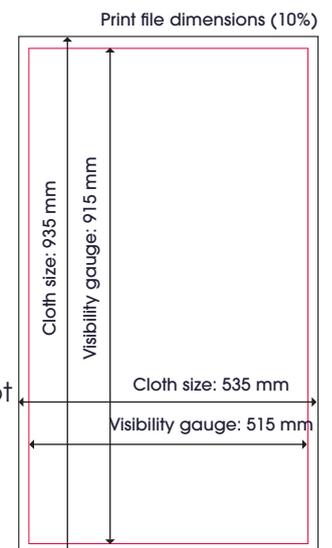
Amsterdam Museumplein

- Cloth size: 585 x 371 mm (B x H)
- Visibility gauge: 555 x 345 mm (B x H)
- Scale: 10% (De afmetingen hierboven zijn 10%)
- Resolution: 300 dpi (op Scaleformaat)
- Colour Mode: CMYK
- File format: PDF without bleed, formatted as a single file/single part.
- Colour proof: If a colour proof (Isocoated V2 or FOGRA 39) is not supplied or is not supplied on time, liability for any deviations shall lapse.



Naarden A1

- Cloth size: 535 x 935 mm (B x H)
- Visibility gauge: 515 x 915 mm (B x H)
- Scale: 10% (De afmetingen hierboven zijn 10%)
- Resolution: 300 dpi (op Scaleformaat)
- Colour Mode: CMYK
- File format: PDF without bleed, formatted as a single file/single part.
- Colour proof: If a colour proof (Isocoated V2 or FOGRA 39) is not supplied or is not supplied on time, liability for any deviations shall lapse.



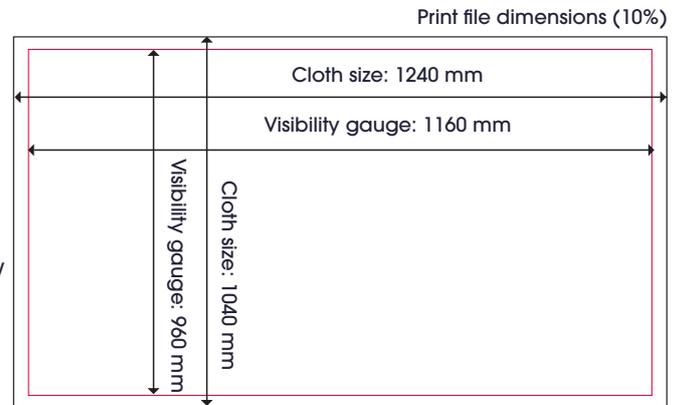
Analog Highway Billboards

Production specifications print file

These are the production specifications for the print file and therefore apply when we produce the fabric.

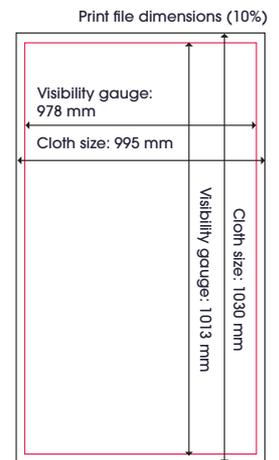
Hardinxveld-Giessendam A15 richting Gorinchem

- Cloth size: 1240 x 1040 mm (B x H)
- Visibility gauge: 1160 x 960 mm (B x H)
- Scale: 10% (De afmetingen hierboven zijn 10%)
- Resolution: 300 dpi (op Scaleformaat)
- Colour Mode: CMYK
- File format: PDF without bleed, formatted as a single file/single part.
- Colour proof: If a colour proof (Isocoated V2 or FOGRA 39) is not supplied or is not supplied on time, liability for any deviations shall lapse.



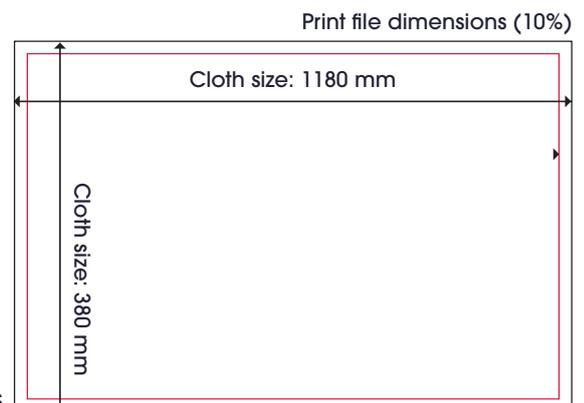
Peulenaan A15

- Cloth size: 995 x 1030 mm (B x H)
- Visibility gauge: 978 x 1013 mm (B x H)
- Scale: 10% (De afmetingen hierboven zijn 10%)
- Resolution: 300 dpi (op Scaleformaat)
- Colour Mode: CMYK
- File format: PDF without bleed, formatted as a single file/single part.
- Colour proof: If a colour proof (Isocoated V2 or FOGRA 39) is not supplied or is not supplied on time, liability for any deviations shall lapse.



Rotterdam A20

- Cloth size: 1180 x 380 mm (B x H)
- Scale: 10% (De afmetingen hierboven zijn 10%)
- Resolution: 300 dpi (op Scaleformaat)
- Colour Mode: CMYK
- File format: PDF without bleed, formatted as a single file/single part.
- Colour proof: If a colour proof (Isocoated V2 or FOGRA 39) is not supplied or is not supplied on time, liability for any deviations shall lapse.



Important information

Help with creation and production

Our goal is to help you get the most out of the creative possibilities. If you are looking for guidance with concept development and production or to brainstorm with professionals, please contact our Design department via nl.design@global.com.

Contact details

For all your questions or to make an appointment, please contact your Account Manager or Campaign Manager. Don't have an Account Manager yet? Then please contact us via <https://global.com/nl/contact/> and we will contact you as soon as possible.

For all your questions or to make an appointment, please contact our digital support via nl.digitalsupport@global.com or [+31 \(0\)20 562 05 62](tel:+31205620562).

Deadline for submitting Abri - Design

No later than 2 weeks before the start of the campaign via WeTransfer to: ontwerp@global.com. Always include the GlobalNL order number and campaign name in the file name. Exceeding the deadline specified by Global may result in additional costs.

Deadline for submitting Abri - Printing company

No later than 1 week before the start of the campaign. Each delivery must be accompanied by a packing slip stating the Global order/item number and specifying the advertisement(s). Exceeding the deadline specified by Global may result in additional costs.

Delivery address Abri - Printing company

The Outdoor Operations Company (TOOC) Attn: Global Media & Entertainment Gemeenschapspolderweg 28, 1382GR Weesp. Monday to Friday: 7:00 a.m. to 4:00 p.m.

Deadline for submitting Digital Out of Home

The file must be delivered no later than 5 working days before the start of the campaign to nl.digitalsupport@global.com. We require this time to check the file. If the deadlines are not met, we cannot guarantee that your campaign will go live at the agreed time. In order to check both the technical aspects and the content, the file must be submitted for approval no later than 5 working days before the start of the campaign.

Deadline for submitting Analog Highway Billboards

Send your message via WeTransfer no later than 2 weeks before the start of the campaign to ontwerp@global.com. Last minute changes only in consultation.