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The poster is a popular and effective medium. This is corroborated on a regular basis by scientific analyses.¹ To fully harness its power and appeal and generate persuasive impact for your advertising, it is recommendable in the production phase to observe a few simple but very important rules.

Posters are touchable – in fact, they must be touched. They are real objects that need to be physically handled and transported. Posters are a part of our surroundings. Simply pressing an enter key just won't do here. Nor will a delete button work. Posters have a solidly grounded kind of inertia and staying power along the pedestrian flows of our mobile era. They are unavoidable and this is why they are so successful in a sometimes vapid world that leans toward virtual reality.

This brochure has hands-on content and will assist you in your daily work. Some key terms and definitions can be found in *Out of Home Media: A to Z* at www.apgsga.ch.

We welcome your criticism, thoughts, and suggestions. They will help us continue to offer you service at its best.

vacancy@apgsga.ch

Thank you for your interest.
Yours truly, APG|SGA

¹ See among others

- Case study: "Uncle Ben's Heiss auf Reis": How posters boost sales, APG|SGA 2011
- Posters generate the highest ROI. Study of the effect of advertising on sales, BrandScience Hamburg (Germany), 2010
- Ali Kebab: a rags-to-riches story, building brand awareness, APG|SGA 2010
- Case study Affichage: Switzerland votes for a new capital. Impact of the poster, eBoard, mobile telephony, and Internet communication mix, APG|SGA 2007
- APG|SGA Poster Performance Index PPI®, recall, brand recognition, and appeal of poster campaigns, Test report 1997–2005
- The PartnerWinner.ch Case History, impact of the poster as a dialog medium, APG|SGA 2004 (in German and French)
- The Angie Becker Case, building brand awareness, APG|SGA 1999

These publications are available free of charge and/or can be downloaded from our website:
www.apgsga.ch

Thanks

We are very grateful for the many suggestions that we receive on a regular basis. In particular, we would like to thank all of the companies in the graphic arts industry that assisted us in developing this publication.

Requirements

Standard poster

F4/F12/F200/F24	Paper, bright, white
	110–120 g/m ²
	One side coated
	Grain-long

Backlit poster

F12L/LR, F200L/LR	Backlit poster paper, white
Translucent printing	135–150 g/m ²
	Both sides coated
	Grain-long

Attention

Standard poster: water resistance

The standard poster is folded, soaked in water, and then glued to a panel. The paper used for such posters must be able to absorb water in order to become supple for posting and bond with the adhesive. Hydrophobic paper is not suitable.

Due to wet expansion, the paper must be supplied *grain-long* trimmed. The adhesive surface should be rough. For full-surface, dark visuals, uncoated paper is preferable. This prevents breaking in the fold. Suitable special paper qualities are offered by several manufacturers.

In the event of uncertainties regarding the suitability of a particular paper grade, APG|SGA Logistics will conduct billposting tests on request.

Backlit poster: translucent printing

The backlit poster is suspended inside a special lightbox¹ and illuminated from behind with electric light that shines through the paper. Unlike the standard poster, the paper should absorb as little humidity as possible. For optimal transparency, ask expressly for special *backlit poster paper*.

Translucent posters ensure that your visual is equally illuminated during the day (light from front) and at night (backlit). The difference between a backlit and a standard poster is similar to the difference between a photo slide and a printed photo. To achieve a transparent slide effect, the following rules should be observed:

- Ask expressly for backlit poster paper
- Single-part production, translucent printing method
- Avoid solid-tone areas, black bars, overprints
- No subsequent overprints or add-ons and snipes
- No recycled or colored paper
- No screen printing on back surface

Translucent printing

Translucent printing is a method to achieve optimal color balance in backlit posters:

- Double-sided printing (offset and screen printing with transparent colors)
- On special paper for backlit posters
- Front side: 4 colors
- Back side: 3 colors, without black
- Color balancing in lightbox¹

¹ An APG|SGA backlit box is made up of five parts: the housing with rear and side panels, a light source with two to six neon tubes, depending on the model, a translucent glass screen for the uniform distribution of the transilluminating light onto the surface of the poster, a suspension device for securing the poster above the translucent glass, and a non-reflective protective glass to cover the outside of the poster.

Printing methods

There are three methods suitable for poster printing:

- Offset printing (large runs)
- Screen printing (medium runs)
- Digital printing (smaller runs)

For all three methods, the data is supplied in digital form.

Data guidelines

City format F200

245 x 350 mm
355 dpi resolution
Final screen 24

Wide format F12

470 x 224 mm
355 dpi resolution
Final screen 28

Large format F24

470 x 448 mm
355 dpi resolution
Final screen 24

World format F4

245 x 350 mm
355 dpi resolution
Final screen 28

Screen

As a rule, the poster will be printed in the offset process with a 24 to 28 screen. Depending on the poster size, the data must be prepared in the correct format with a resolution of 355 dpi. The screening will be determined by the respective printer depending on the printing process.

Computer-to-plate/Computer-to-screen

In digital printing, the data is processed directly ex computer. In offset printing, it is transferred to the plates, in screen printing to the screen fabric.

Attention

Inks

The following rules should be observed with regard to printing inks:

- Must be waterproof, must not crack when folded, must not stain as a result of the wet-gluing process or weather conditions
- No varnished inks, as these crack when folded, suffer from soaking, and stick together

Imprints/overprints

Dealer imprints into existing visuals are best made by screen printing.

Add-ons and snipes

For add-ons and snipes, it is recommended to use the same paper quality (*grain-long*) and printing technology as for posters. Self-adhesive films do not adhere to wet posters and are therefore not suitable.

Caution: Backlit posters cannot be modified with add-ons or snipes.

Rear surface of posters

To prevent underlying old posters from shining through, the rear surface of paper posters may be imprinted with a screen (black, 25–50%) if the visual contains large white areas. Otherwise, special papers with colored rear surfaces such as *Z-Plakat plus*, *Chantebleu* or *Chantegrís* may be used.

Caution: Avoid using solid-tone printing, excessively fine screening or even thicker paper! This will cause insufficient bonding with the adhesive and separation of the poster from the posting panel.

Printing in foreign countries

If you have your posters printed abroad, please note that fundamentally different rules may apply, for instance as regards dry-gluing processes, paper qualities, fiber direction, overlapping, etc.

Standards			Width, in cm	Height, in cm
City format	F200	Paper size	116.5	170
	F200L/LR	Paper size	119	170
		Visible size	116	166
	F200P	Tarpaulin	135	190
		Visible size	121	172
	Wide format	F12	Paper size	268.5
	F12L/LR	Paper size	268.5	128
		Visible size	264	123.5
		F12P	Tarpaulin	290
		Visible size	278	129
Large format	F24	Paper size	268.5	256
World format	F4	Paper size	89.5	128

L Backlit, LR Rollingstar, P Poster (tarpaulin)

Dimensions

Paper size: 116.5 x 170 cm

Data

As a rule, the City format F200 standard poster is printed with a 24 screen. The data must be prepared in the 245 x 350 mm format, with a resolution of 355 dpi. As the work is carried out with the original data, and the screen will only be determined when exposing the plate, the same data can be used for the F4 and for the F200 posters without impairing quality.

Grain-long

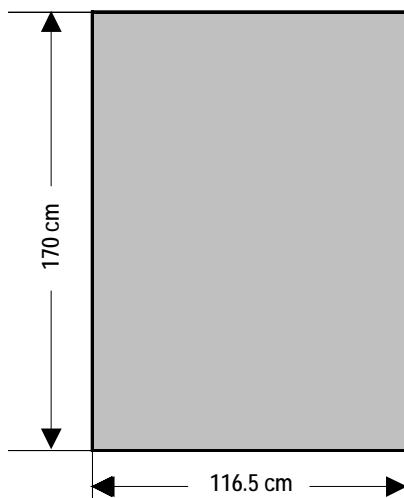
The standard F200 poster is printed on a single sheet of grain-long trimmed paper – in offset, screen or digital printing.

Wet expansion

Depending on the quality of the paper, an F200 standard poster can expand by up to 4 cm in width during soaking.

Printing

F200 posters are to be manufactured on single sheets for quality reasons.



Cityformat F200L and F200LR Rollingstar200L® backlit posters



Dimensions

Paper size: 119 x 170 cm

Visible size: 116 x 166 cm

Data

As a rule, the City format F200L and F200LR Rollingstar200L® backlit posters are printed with a 24 screen. The data must be prepared in the 245 x 350 mm format, with a resolution of 355 dpi. As the work is carried out with the original data, and the screen will only be determined when exposing the plate, the same data can be used for the F4, the F200, and the F200L/LR posters without impairing quality.

Because backlit panels have a slightly smaller visible area, it is advisable to avoid text elements in the peripheral zones.

Grain-long

The F200L and F200LR backlit posters are printed on a single sheet of grain-long trimmed paper – in offset, screen or digital printing.

Paper

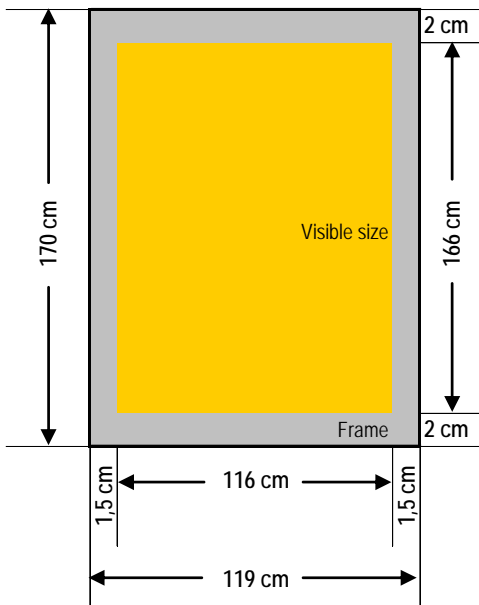
Unlike standard posters, F200L and F200LR backlit posters must guarantee transparency. They should be somewhat firmer, and should absorb as little moisture as possible. Expressly request *backlit poster paper*, white, 135–150 g/m², both sides coated. Please make sure the printer fully complies with the specified poster dimensions and exact cutting angles.

Attention: Translucent printing

F200 backlit posters must be manufactured as a single sheet in translucent printing. For mixed postings (standard and backlit posters), the printer must change the paper so that you can profit from an optimal posting quality in the lightbox. You can see the exact quantities from the APG|SGA order confirmation.

APG|SGA Rollingstar200L®

Automatic scrolling mechanism for backlit posters and advertising medium with 3 backlit panels. Thanks to the scrolling mechanism, the posters remain in one piece and (unlike in other automatic changers) are not cut.



Dimensions

Paper size: 268.5 x 128 cm

Grain-long

The Wide format F12 is printed on 2 or 3 sheets of grain-long trimmed paper.

Wet expansion

Depending on the paper quality, an F12 poster can expand in width during soaking – in extreme cases by up to 9 cm. It can therefore happen that the billposter may have to cut off a few centimeters from the right edge when posting. It is therefore recommended not to place any important design elements or frame lines there.

Imposition and overlaps

Take the multi-sheet printing method into consideration in the design concept. The parts will be posted from left to right, and will overlap each other by approx. 5 mm at the right edge. Exercise caution with tricky visual elements in this area! For optimal adhesion, an unprinted paper strip of 5 mm must also be planned as the posting overlap.

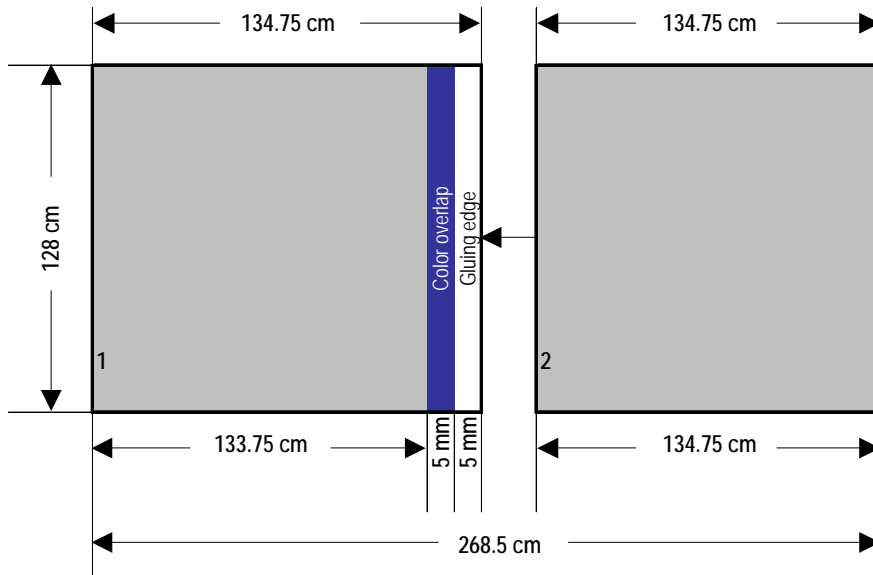
Posting plan

Always ask the printer for a posting plan. This is just as important for correct processing in logistics as for the billposter, who has to correctly group the individual parts together when posting.

Wide format F12 standard poster, 2-part

Grain-long: wet expansion horizontal

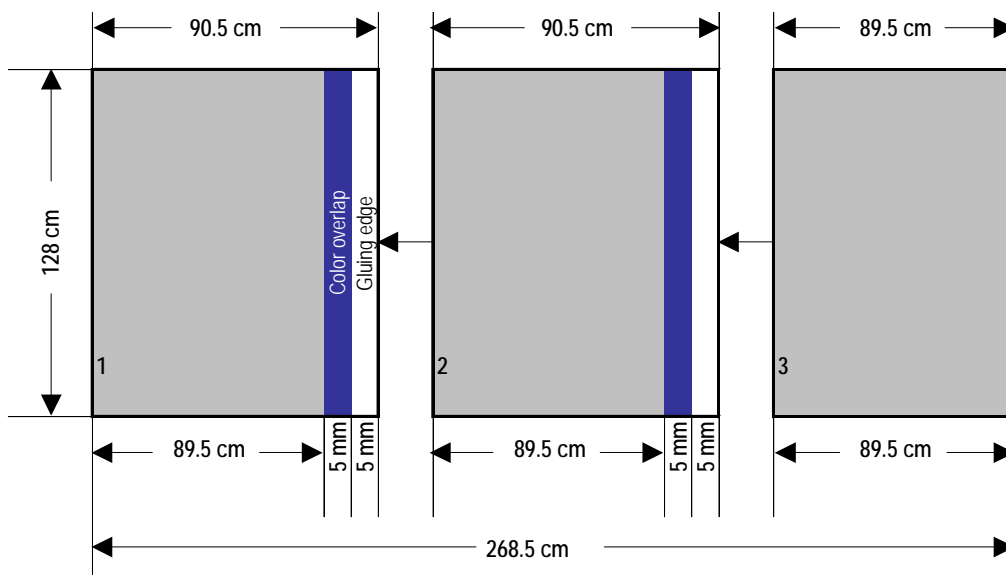
Posting plan



Wide format F12 standard poster, 3-part

Grain-long: wet expansion horizontal

Posting plan



Dimensions

Paper size: 268.5 x 128 cm

Visible size: 264 x 123.5 cm

Grain-long

The Wide format F12L is printed on 1, 2, or 3 sheets of grain-long trimmed paper.

Paper

Unlike standard posters, backlit F12L paper must guarantee transparency. It should be somewhat firmer, and should absorb as little moisture as possible. Expressly request *backlit poster paper!*

For long-term use, backlit film stock weighing 180–200 grams should be used in every case.

Imposition and overlaps

Take the multi-part printing into consideration in the design concept. The parts will be posted from left to right, and will overlap each other by approx. 5 mm at the right edge. Exercise caution with tricky visual elements in this area!

A gluing edge is not necessary with multi-part F12L. The posters are to be cut back to the color overlap.

Posting plan

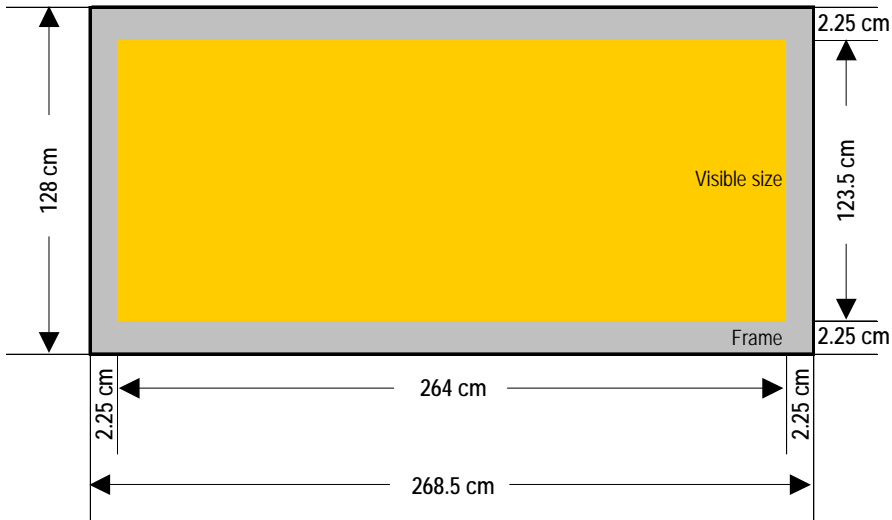
Always ask the printer for a posting plan for multi-part prints. This is just as important for correct processing in logistics as for the billposter, who has to correctly group the individual parts together when posting.

Attention: Translucent printing

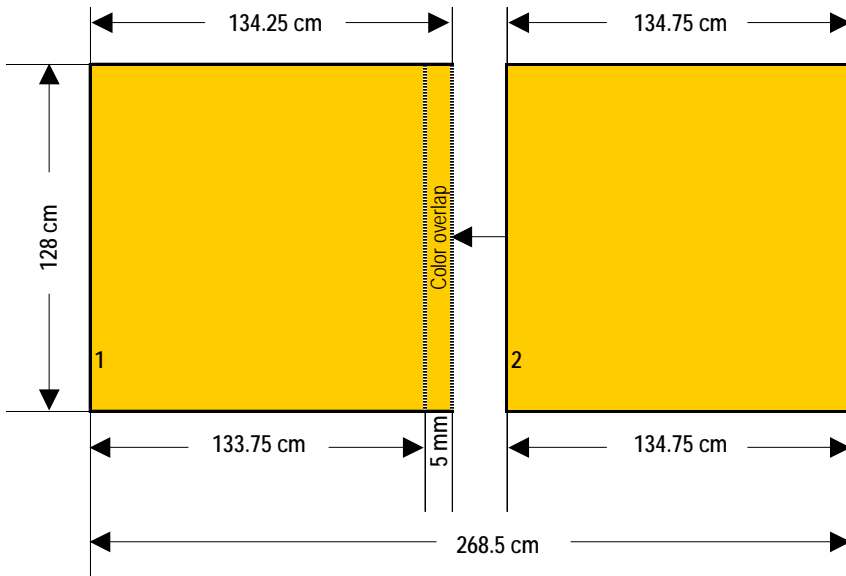
For optimal posting quality, we recommend translucent printing. For mixed postings (standard and backlit posters), the printer must change the paper so that you can profit from an optimal posting quality in the lightbox. You can see the exact quantities from the APG order confirmation.

If you choose not to use translucent printing, a white rear surface is obligatory for the F12L.

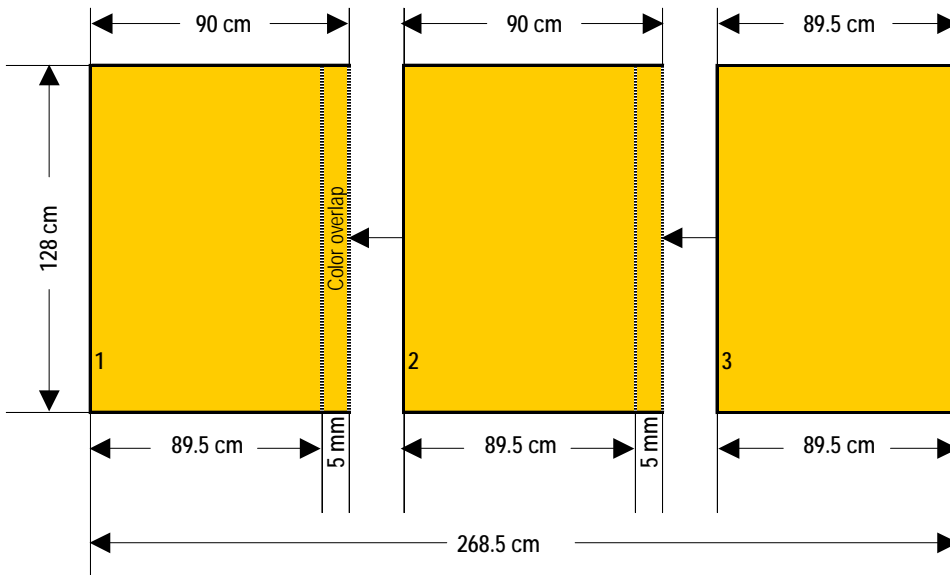
Wide format F12L backlit poster
Single part



Wide format F12L backlit poster, 2-part
Posting plan



Wide format F12L backlit poster, 3-part
Posting plan



Large format F24

Dimensions

Paper size: 268.5 x 256 cm

Grain-long

The Large format F24 is printed on 6 or 4 sheets of grain-long trimmed paper.

Wet expansion

Depending on the paper quality, an F12 poster can expand in width during soaking – in extreme cases by up to 9 cm.

Imposition and overlaps

A F24 can be printed in 6 or 4 parts. Our recommendation to you is a 6 parts-solution. Regardless of the printing process and the imposition, the parts will be posted from left to right and from bottom to top ("Roof Tile Principle", see posting plans on the following pages).

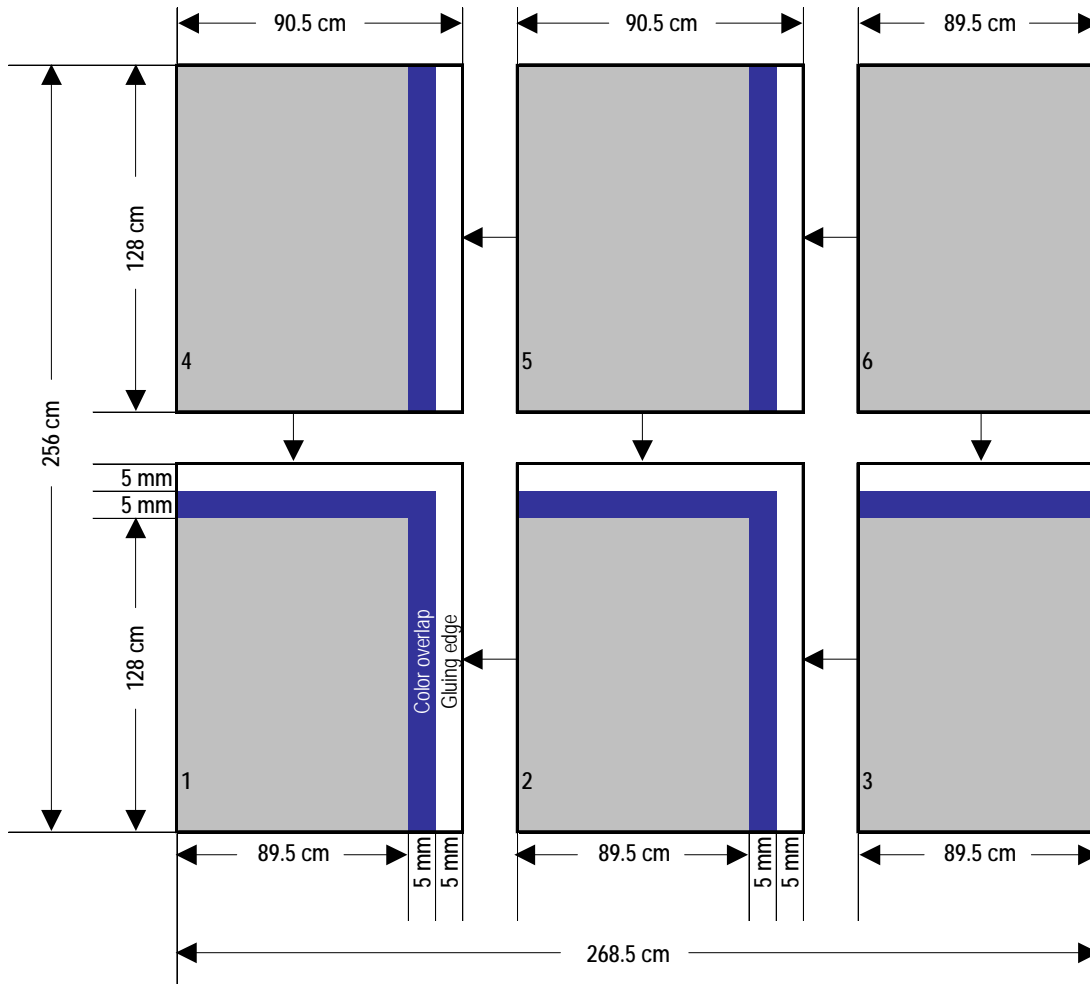
Posting plan

Always ask the printer for a posting plan. This is just as important for correct processing in logistics as for the billposter, who has to correctly group the individual parts together when posting.

Large format F24 6-part

Grain-long: wet expansion horizontal

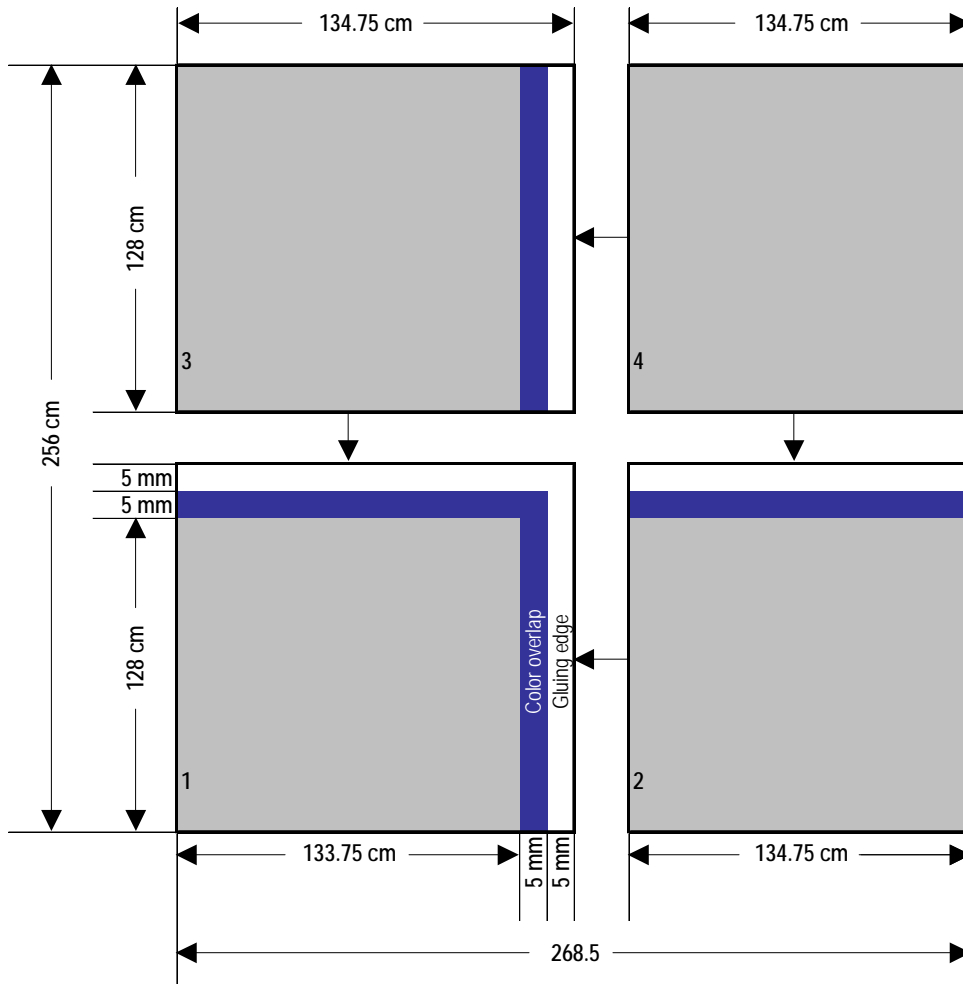
Posting plan



Large format F24 4-part

Grain-long: wet expansion horizontal

Posting plan



Dimensions

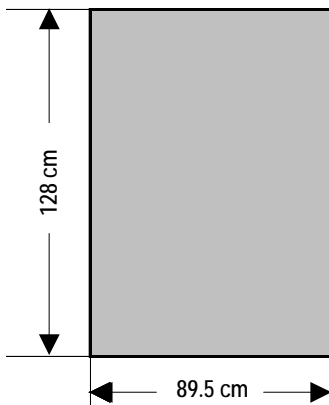
Paper size: 89.5 x 128 cm

Grain-long

The World format F4 is printed on a single sheet of grain-long trimmed paper.

Wet expansion

Depending on the paper quality, there can be an expansion of up to 3 cm in width during soaking in water.



Scheduling

Thanks to IT tools, poster campaigns can be scheduled on short notice. As an APG|SGA customer, you can view current availabilities online at any time:

www.apgsga.ch

Provided the poster networks and/or individual panels you wish to book are available, we will process and confirm your order within 24 hours.

Poster processing

The print shop must deliver the poster to one of the two APG|SGA Logistic Centers for processing 10 working days before the start of posting at the latest. Our logistics organizations in Lausanne and Wallisellen will ensure that your order is carried out according to your wishes and that the technically correct procedure is guaranteed. This includes

- Requesting, incoming inspection, storage¹ and folding of the posters
- Forwarding the posters and the posting instructions to the seven distribution centers distributed throughout Switzerland

Posting

The wet posting process that is normally used in Switzerland guarantees crease-free posting of the best quality. Shortly before posting, the posters are assigned to the various posting rounds, soaked by the billposters and packed in watertight containers, and then glued – at the scheduled point in time – at the desired locations. This preparatory stage is carried out every week for up to hundreds of thousands of posters, which demands a precise time schedule.

¹ APG|SGA only warehouses posters that are delivered for follow-up bookings.

Posting cycle

The posting schedules are indicated in the network profiles. Posting takes place according to a specific plan, according to fixed posting rounds, and always in the same sequence. The changing of the poster sites always takes place on the same day of the week, and, as a rule, also at approximately the same time of day. This posting cycle ensures that every site has the full posting period.

Time schedule

For operational and logistics reasons, it is necessary for us that your posters and other advertising media arrive at the logistics center handling your order at least 10 working days before the start of posting.

You will find the exact date of delivery and the address in the order confirmation. In the case of posters being delivered late, we kindly ask you to contact your logistics center to discuss the matter. In the case of long delays, we can no longer guarantee the full posting period. Latecomers of this kind will only be processed once the posters that arrived in good time have been posted. Any extra costs arising from delays will be invoiced.

Description of the visual

Identify every consignment with the name of the customer and a description of the visual as listed in the order confirmation. This will serve as the correct designation of the order through all processing stages. Repeat this correct designation consistently in all correspondence.

Multi-part posters

Deliver multi-part posters separated and identify the various parts. Add a layout, proofs of the original litho or b-w photocopies of your visual to your consignment. In this way, you will help us to correctly position the individual parts, which is very important, above all with F24 posters. Note the following on the rolls (on the end):

- Customer
- Description of the visual
- Language
- Format
- Identification of the poster parts:
F1, F2, F3, etc.

Backlit posters

In order to avoid misunderstandings and incorrect handling, backlit posters must be specially identified.

Digital printing

Digitally printed posters should be identified as such on the delivery note. *Blueback* paper (grain-long trimmed) is particularly suitable for high-quality digital printing.

Please note that a drying time of at least 48 hours is needed in the unfolded state, ideally at a room temperature of 18 to 20°C. Posters that are not fully dried may stick after folding or soaking. This will significantly impair billposting quality.

Roll sizes

Per visual and language

F4, F12 (3 sheets), F24 (6 sheets):

Maximum 100 posters per roll (up to 30 F12s or 15 F24s: all sheets in a roll, over 31 F12s or 16 F24s: separate rolls for each sheet)

Per visual and language

F200, F12 (2 sheets), F24 (4 sheets):

Maximum 50 posters per roll (up to 25 F12s or 12 F24s: all sheets in a roll, over 26 F12s or 13 F24s: separate rolls for each sheet)

To assure optimized handling of standard posters by the folding machine, we kindly ask you to always roll the posters from the bottom to the top. Flat deliveries are also possible if approved by our order coordination staff.

For backlit posters F200LR Rollingstar200L®, flat

delivery is preferred. Freshly printed posters can be used if they are loosely rolled. Posters that are too tightly rolled and have been stored in rolls cannot be used and must therefore be rejected.

Delivery note

Please document all deliveries with a detailed delivery slip: campaign number, customer, description of visual, language, format, and quantity.

Delivery addresses

APG|SGA
 Logistikcenter Ost
 Hertistrasse 1
 8304 Wallisellen
 T +41 58 220 7011
 F +41 58 220 7087
logistikcenter.ost@apqsga.ch

APG|SGA
 Centre logistique Ouest
 23, chemin d'Entre-Bois
 1001 Lausanne
 T +41 58 220 7101
 F +41 58 220 7197
logistikcenter.west@apqsga.ch

Separate copies

With every delivery, we ask you to supply us with two additional copies per visual in a separate roll. This facilitates incoming inspection for us. 1–2 presentation copies will be archived at the Schweizerische Landesbibliothek (Swiss National Library).

Replacement posters

Do not forget to add the necessary number of replacement posters with your delivery, so that we can replace damaged posters as required. In order to do this, we require approx. 10–20% of the ordered quantity. The corresponding quantities – including replacement posters – are indicated in our quotations and confirmations, divided by format and language.

APG|SGA also likes to use suitable customer posters for the maintenance of its poster sites, to cover up old visuals or to bridge over booking gaps. It can therefore happen that you may come across your replacement posters at panels other than those you ordered. Unused replacement posters will be destroyed at periodic intervals.

Credits



Publisher
APG|SGA Marketing

Concept, copy and design
Jürg Sager, Luzern

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