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Fact Sheet - Marketing	Section: On Site
Product name: Escalator advertising NCC Ost Floor 1/2	Sample picture: 
Artwork until: 4 weeks before the start of the exhibition	Data: Print PDF (as of version X3 and higher); fonts completely integrated or converted into character paths.
Format complete advertising space (W x H): 12.00 x 0.67 m	Resolution: 72 - 100 dpi (1:1)
Format (W x H): 4.00 x 0.67 m	Number of banners: 3
Colour management: CMYK or RGB	Special colours: Converted in advance to 4c
Transparencies: Please supply only PDF files in which the transparencies are reduced. With PDF files that have not been reduced (saved compatibility via Acrobat 4 PDF 1.3) may result serious errors may occur in the printout.	
Information: <u>Please note</u> Please create the file as a complete document (1:1). Please do not add bleed, register marks or densiometer scales	

Site map (Please see the specific hall plan of the event as well as the adjoining service areas and passageways):

