



TECHNICAL SPECIFICATIONS - 2026 / 2027			LUX LIGHTBOXES	ETENDARDS STATIC PANELS	BACKLIT & FRONTLIT BANNERS	ADHESIVES	INDOOR ADHESIVES	PORTRAIT DIGITAL FORMAT (static or video format - not both)	LANDSCAPE DIGITAL FORMAT (static or video format - not both)
Références			All LUX networks	All Etendards networks	LC 01, 02, LC 03, LC 04, LC 06, LC 07, LC 09, LC 20, LC 32, LC 39	LC 10, 21, 24, 27, 28, 29, 30, 41, 51	GT 01 to 11		
Video Format	To be shared with your graphic designer	Spot duration (digital)	n/a	n/a	n/a	n/a	n/a	10 seconds	10 seconds
		File size in pixels (width x height)	n/a	n/a	n/a	n/a	n/a	1080x1920	1920x1080
		Format	n/a	n/a	n/a	n/a	n/a	MP4	MP4
		Encoding	n/a	n/a	n/a	n/a	n/a	tandard H.264 codec, maximum 25 frames per second (fps).	tandard H.264 codec, maximum 25 frames per second (fps).
		Ratio	n/a	n/a	n/a	n/a	n/a	1 : 1	1 : 1
		Mode	n/a	n/a	n/a	n/a	n/a	Progressive (non-interlaced)	Progressive (non-interlaced)
		Video bitrate	n/a	n/a	n/a	n/a	n/a	10 Mo/s minimum, 12 Mo/s maximum	10 Mo/s minimum, 12 Mo/s maximum
Static Format	To be shared with your graphic designer	File format	PDF	PDF	PDF	PDF	PDF	JPG or PNG	JPG or PNG
		Overall dimensions (width x height)	120 x 176 cm	Ostende: 81 x 126 cm Tunnel Louis II: 80 x 120 cm	Specific to each item. Please refer to the guide.book	Specific to each item. Please refer to the guide.book	Specific to each item. Please refer to the guide.book	n/a	n/a
		Visible dimensions (width x height)	All important graphic elements (logos, text, and other critical elements) must be placed at least 10 cm away from each edge of the medium.	All important graphic elements (logos, text, and other critical elements) must be placed at least 10 cm away from each edge of the medium.	All important graphic elements (logos, text, and other critical elements) must be placed at least 10 cm away from each edge of the medium.	All important graphic elements (logos, text, and other critical elements) must be placed at least 10 cm away from each edge of the medium.	All important graphic elements (logos, text, and other critical elements) must be placed at least 10 cm away from each edge of the medium.	n/a	n/a
		File size in pixels (width x height)	n/a	n/a	n/a	n/a	n/a	1080x1920	1920x1080
		Spot duration (digital)	n/a	n/a	n/a	n/a	n/a	10 seconds	10 seconds
		Final output resolution	Minimum 300 dpi, CMYK	Minimum 300 dpi, CMYK	Minimum 300 dpi, CMYK	Minimum 300 dpi, CMYK	Minimum 300 dpi, CMYK	Minimum 300 dpi	Minimum 300 dpi
		Digital file submission deadline	To be agreed with your printer.	To be agreed with your printer.	To be agreed with your printer.	To be agreed with your printer.	To be agreed with your printer.	10 business days before the campaign launch	10 business days before the campaign launch
	To be shared with your printer	Paper weight	150 gr/m2	150 gr/m2	From 450 to 650 gr / m²	n/a	n/a	n/a	n/a
		Material	For single-use displays (one installation only): White matte paper for backlit display units. For multiple-use displays (several campaigns): Print on a synthetic polyethylene-based material, such as Tyvek or Duratrans. Compliant with the REH standard (wet-strength resistance).	For single-use displays (one installation only): White matte-coated paper. For multiple-use displays (several campaigns): Print on a synthetic polyethylene-based material such as Tyvek. Compliant with the REH standard (wet-strength resistance).	Recyclable or biodegradable backlit, diffusing banner for illuminated display units, such as the Isermatic KPSS Crystal range (front-facing keder edging, finished with a cover trim). The material must be weather-, UV- and tensile-resistant.	Removable self-adhesive vinyl that leaves no residue on the surface after removal, with grey adhesive and a matte laminated finish. The advertising space must be returned in good condition, free of any adhesive residue. Do not use sharp objects to remove the vinyl, as this may scratch the surface.	Removable adhesive translucent vinyl. Matte lamination recommended. The advertising space must be returned in good condition, free of any adhesive residue. Do not use sharp objects to remove the vinyl, as this may scratch the surface.	n/a	n/a
		Print dimensions Bleed to be added to the high-resolution file	Print size = overall dimensions of the medium	Print size = overall dimensions of the medium	A minimum bleed of 0.2 m must be added on all sides. If an installation guide mark has not been included in the original artwork, please add one before printing to ensure accurate positioning of the banner on the display unit during installation. The mark should be a thin horizontal line, no more than 0.5 cm thick at actual size, placed at the top of the artwork.	Print size = overall dimensions of the medium	Print size = overall dimensions of the medium	n/a	n/a
		Printing method	High-definition digital printing, with a calibrated double pass on the front side. For single-use displays (paper posters): To enhance contrast, monochrome printing on the reverse side is recommended.	High-definition digital printing	High-definition digital printing with a calibrated double pass for backlit applications, ensuring uniform brightness and vivid colours, even on large-format displays.	High-definition digital printing with a calibrated double pass.	High-definition digital printing with a calibrated double pass.	n/a	n/a
		Packaging	in rolls	in rolls	As agreed with your printer and installer.	As agreed with your printer and installer.	As agreed with your printer and installer.	n/a	n/a
		Quantity	10 (+2)	6 (+2) - Ostende 10 (+2) - Tunnel Louis II	1	1	1	n/a	n/a
		Delivery deadline	10 business days before the campaign launch	10 business days before the campaign launch	Installation by your external service provider, who must apply to the CIGM for the necessary public road use permit and, where applicable, arrange for parking spaces to be reserved through the Municipal Police.	Installation by your external service provider, who must apply to the CIGM for the necessary public road use permit and, where applicable, arrange for parking spaces to be reserved through the Municipal Police.	Installation by your external service provider, who must apply to the CIGM for the necessary public road use permit and, where applicable, arrange for parking spaces to be reserved through the Municipal Police.	n/a	n/a