

CLASSIC AND DIGITAL POSTERS

PRODUCTION SPECIFICATIONS

November 2025



DIGITAL PRODUCTION SPECIFICATIONS



9:16 PORTRAIT
1080 x 1920 px



16:9 LANDSCAPE
1920 x 1080 px

		Street*				Shopping Center			Digital Convenience Network			POI		
		10s	15s	15m	24h	10s	10s	10s	10s	10s	10s	10s	10s	10s
Video	Animated content	■	/	/	/	■	■	■	■	■	■	■	■	■
	Partially-animated content *	■	/	/	/	■	■	■	■	■	■	■	■	■
Image	Static content	■	■	■	■	■	■	■	■	■	■	■	■	■

* see next page

Video format

Dimensions	1080 x 1920 px [9:16 FHD]	1920 x 1080 px [16:9 FHD]
Frame rate	25 fps or 30 fps	25 fps or 30 fps
Data rate	8–12 Mbps	8–12 Mbps
Color mode	RGB	RGB
Codec	H264	H264
Profile	Lv 4.2 advised [maximum]	Lv 4.2 advised [maximum]
Format	.mp4	.mp4
Maximum file size	25 Mb	25 Mb

Image format

Dimensions	1080 x 1920 px [9:16 FHD]	1920 x 1080 px [16:9 FHD]
Image format	JPEG, PNG	JPEG, PNG
Resolution	72 dpi	72 dpi
Color mode	RGB	RGB

DIGITAL [CONTINUED] CONTENTS TYPES

ANIMATED [A]

All types of animations and graphic effects allowed.

PARTIALLY-ANIMATED [PA]

Broadcast of slightly animated spots, with only smooth transitions and slow motion sequences.

STATIC [S]

Broadcast of a static image, without any animation or image changes.

Note

Due to official regulations, crossfades are required on selected screens. These have a duration of either 1.0 or 1.5 seconds (at the beginning and end respectively). It is recommended that the core message be placed so that it is visible throughout the entire duration of the spot.

Validation

By the competent authorities, who reserves the right to refuse a spot.

Restrictions

Please note that there are some restrictions depending on the segment, such as alcohol, tobacco, politics and religion on the public domain. As a general rule, no advertising that is sexist, discriminatory or discriminatory, offensive to religious or moral feelings is not accepted.

Delivery deadline

The material to be broadcast must be sent to Goldbach Neo OOH AG within 5 working days (in case of necessary validation of the video by the competent authorities) or at least 1 working day (without validation) before the start of the broadcast. The provision of unsuitable content may lead to delays in broadcasting.

Data delivery address

digital@goldbachneo.com

Important

Extra charges may apply for video transcoding or image converting.

PROGRAMMATIC CAMPAIGNS

Particularities of still image format for programmatic campaigns

It might not be possible for the respective DSP to play back still images. In this case, please use either a specific software or the online converter listed below to convert the still image to .mp4 format. Please check with your DSP whether still images in .psd / .jpg / .bmp / .tif / .pdf / .png / .eps formats can be played back or must always be converted to .mp4.

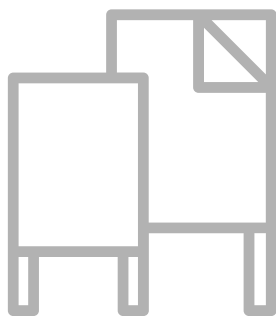
Video mp4 format

conversion only necessary if still images CANNOT be played back

Frame rate	1 fps
Data rate	8–12 Mbps
Color mode	RGB
Codec	H.264
Format	mp4

Online-Converter

<https://video.online-convert.com/convert/jpg-to-mp4>



CLASSIC POSTERS

PRODUCTION SPECIFICATIONS

Poster formats		Data format	Print format
F4	1 part	24,5 cm × 35 cm	89,5 cm × 128 cm
F12 (NP)	3 parts	47 cm × 22,4 cm	268,5 cm × 128 cm
F12 (LP/PL)	1 part	47 cm × 22,4 cm	268,5 cm × 128 cm
F200 (NP)	1 part	24,5 cm × 35 cm	116,5 cm × 170 cm
F200 (LP/PL)	1 part	24,5 cm × 35 cm	119 cm × 170 cm
F24	6 parts	47 cm × 44,8 cm	268,5 cm × 256 cm
F400 (BL)	1 part	24,3 cm × 70 cm	118 cm × 340 cm

NP = Standard poster / LP = Illuminated posters / BL = Backlith foil / PL = Scroller

Print data

Document/Layout	High-End-PDF/X, InDesign, QuarkXPress
Illustrations and images	Illustrator, Photoshop
Color mode	CMYK [ICC-Profil: ISOcoated-V2_300]
Special colours	define uniformly and designate correctly
Image resolution	305-355 dpi (line drawing 1200 dpi)
Tonal value	From 1 to 99%
Overfilling	0.25 pt, overprint black, knockout white
Trimming	Print format: min. 1mm, Data format: min. 3 mm
Fonts	Attached to the file, embedded in the PDF vectorize True-Type fonts
Assistance for creating PDFX files	www.pdfx-ready.ch
Good for printing	Printing according to PDF. Goldbach Neo OOH AG is not liable for errors contained in the PDF file.
	Essential elements should be placed at least 6 cm – in the case of F12 – and 4 cm in the case of F4, F400 and F200 formats

PAPERS AND INK

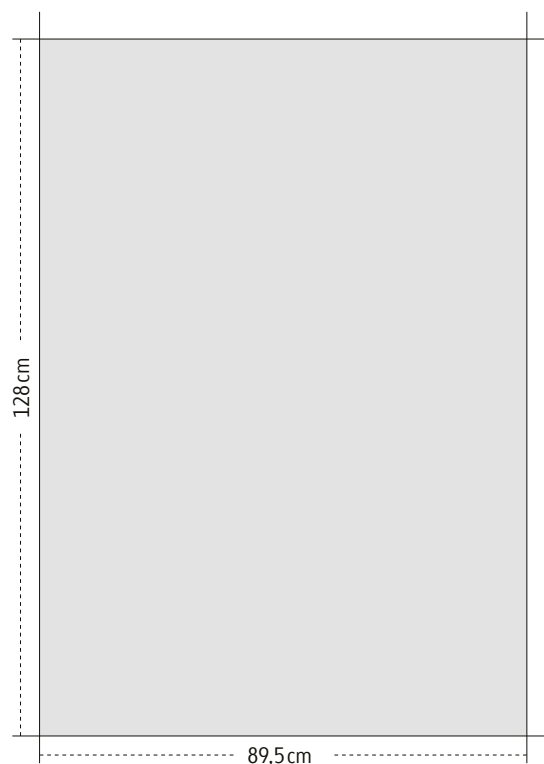
	Paper	Ink
Standard posters	- Narrow-band trim, pattern printed on the back (or blue back) - Super white, wood-free, fully glued, 110–120 g/m²	- Water-resistant - The use of luminous, fluorescent and gold, silver or other metallic inks is prohibited.
Illuminated posters/Scroller	Whiteback backlit poster paper; applies to all backlit posters, including scrollers. Print (without black) on the back, 135–150 g/m²	
Rotating backlit pillars	Backlit film, The visible area has a matt laminate, 180–200 g/m²	

QUANTITIES AND DELIVERY

Quantity	F400	10% quantity surcharge
	F200, F4, F12, F24	20% quantity surcharge
Delivery address	Goldbach Neo OOH AG Filiale Geroldswil Chrummacherstrasse 2 8954 Geroldswil +41 58 455 52 00	
Print data	If Goldbach Neo organizes production	campaign@goldbachneo.com
Date of delivery	All formats	14 days prior posting
Indications on the delivery note	All formats	- Client/Agengy - Subject - Language - Format - Posting period - Campaign number
	F24 and F12: sequence of posters numbering {1,2,3}	For digitally printed posters with additional designation “Digital printing”
Packaging and labelling	F4, F12, F200, F24	Up to 50 pieces rolled, otherwise plano
	F400	rolled

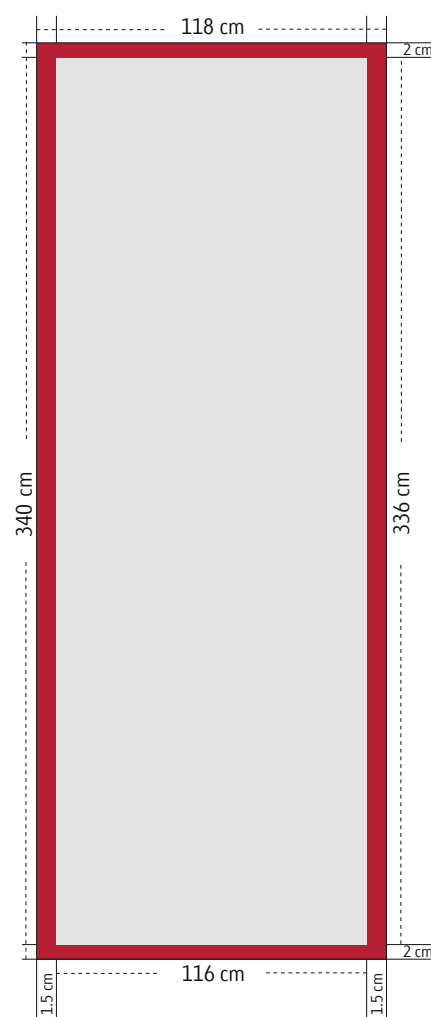
F4

Data format	24,5 × 35 cm
Print format	89,5 × 128 cm



F400 BL

Data format	24,3 cm × 70 cm
Print format	118 × 340 cm
	[visible size: 116 × 336 cm]

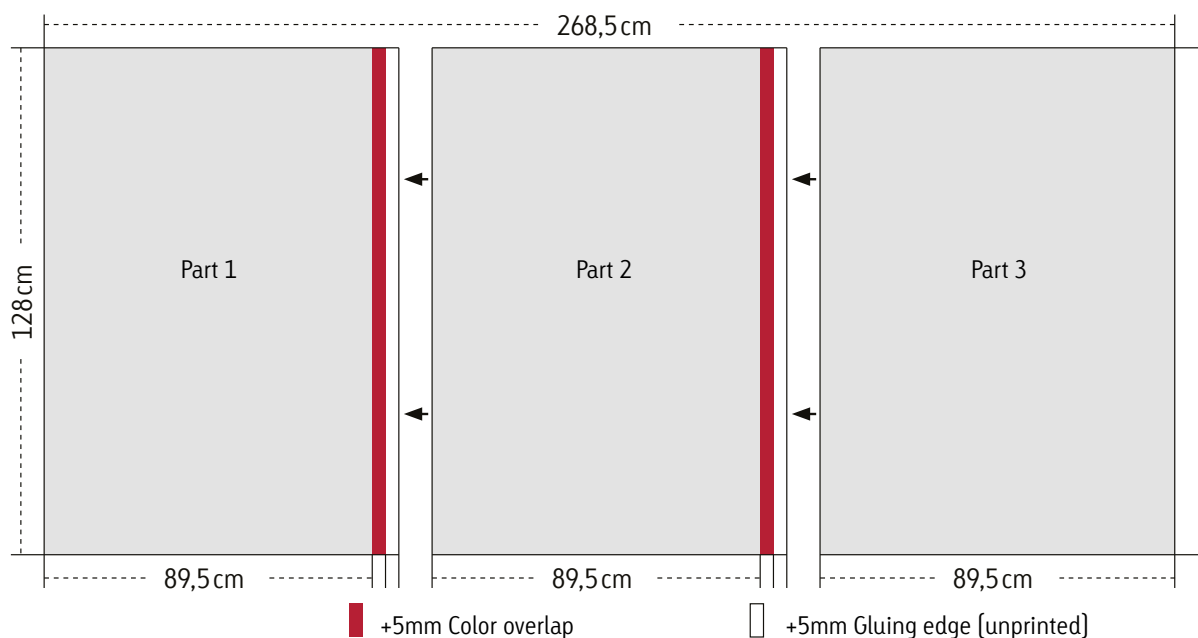


visible size 

frame 

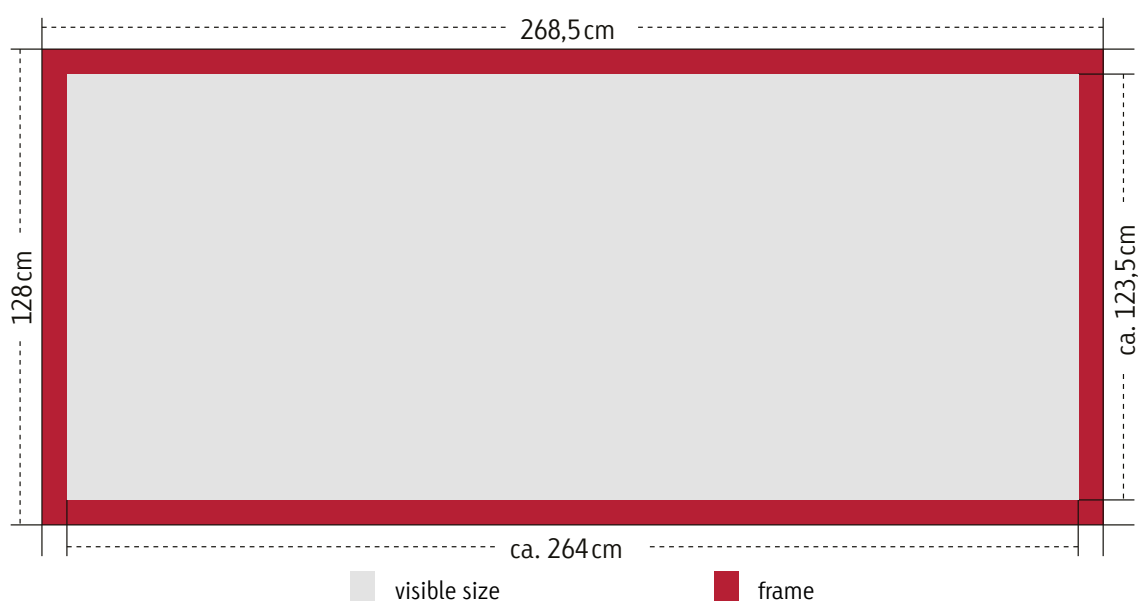
F12

Data format	47 × 22,4 cm
Print format	268,5 × 128 cm



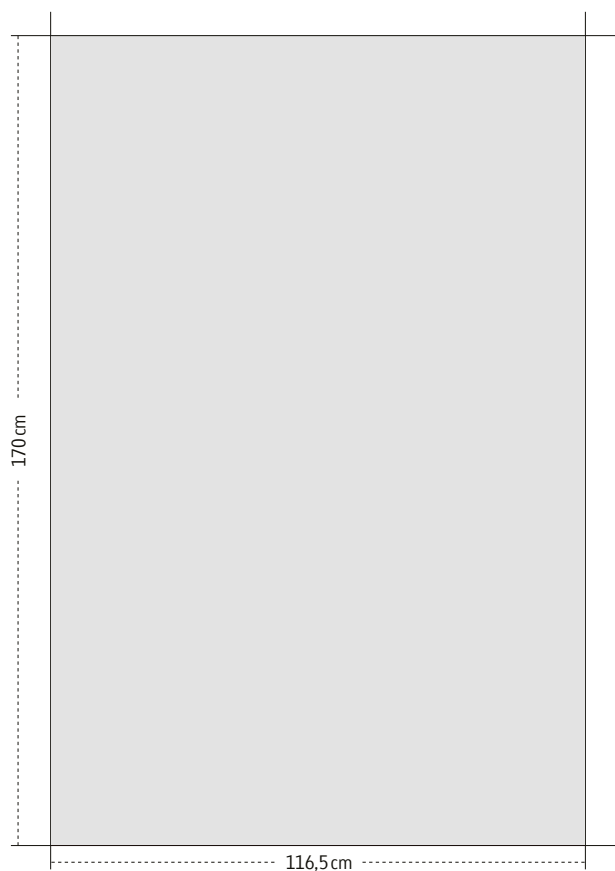
F12 LP/PL

Data format	47 × 22,4 cm	(visible size: 46,2 × 21,6 cm)
Print format	268,5 × 128 cm	(visible size: ca. 264 × 123,5 cm)



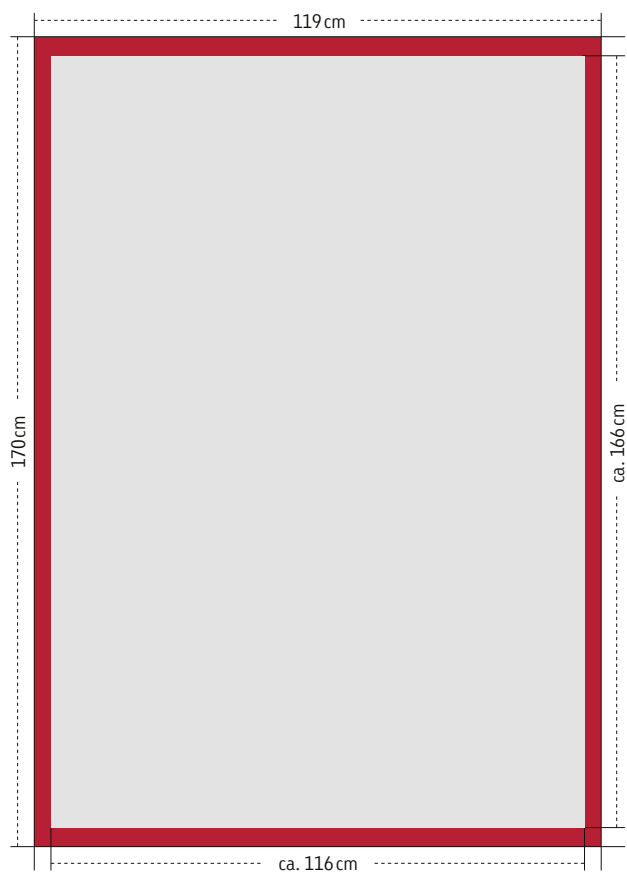
F200

Data format	24,5 × 35 cm
Print format	116,5 × 170 cm



F200 LP/PL

Data format	24,5 × 35 cm [visible size: 23,9 × 34,2 cm]
Print format	119 × 170 cm [visible size: ca. 116 × 166 cm]



visible size

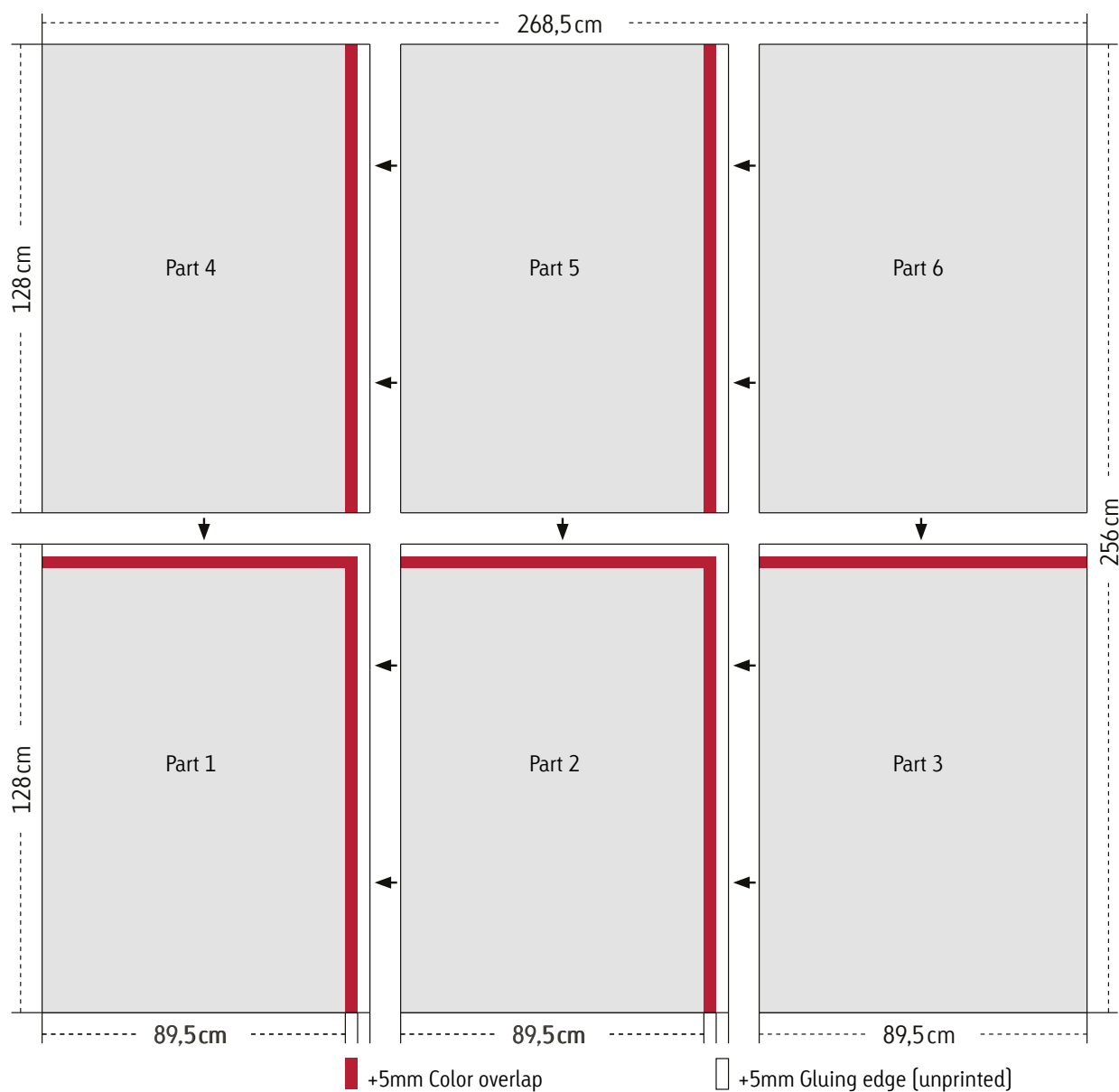


frame



F24

Data format	47 × 44,8 cm
Print format	268,5 × 256 cm



POSTING DATES 2025

WEEK	START	END	DELIVERY
JANUARY			
1	30.12.2024	05.01.2025	16.12.2024
2	06.01.2025	12.01.2025	23.12.2024
3	13.01.2025	19.01.2025	30.12.2024
4	20.01.2025	26.01.2025	06.01.2025
5	27.01.2025	02.02.2025	13.01.2025
FEBRUARY			
6	03.02.2025	09.02.2025	20.01.2025
7	10.02.2025	16.02.2025	27.01.2025
8	17.02.2025	23.02.2025	03.02.2025
9	24.02.2025	02.03.2025	10.02.2025
MARCH			
10	03.03.2025	09.03.2025	17.02.2025
11	10.03.2025	16.03.2025	24.02.2025
12	17.03.2025	23.03.2025	03.03.2025
13	24.03.2025	30.03.2025	10.03.2025
14	31.03.2025	06.04.2025	17.03.2025
APRIL			
15	07.04.2025	13.04.2025	24.03.2025
16	14.04.2025	20.04.2025	31.03.2025
17	21.04.2025	27.04.2025	07.04.2025
18	28.04.2025	04.05.2025	14.04.2025
MAY			
19	05.05.2025	11.05.2025	21.04.2025
20	12.05.2025	18.05.2025	28.04.2025
21	19.05.2025	25.05.2025	05.05.2025
22	26.05.2025	01.06.2025	12.05.2025
JUNE			
23	02.06.2025	08.06.2025	19.05.2025
24	09.06.2025	15.06.2025	26.05.2025
25	16.06.2025	22.06.2025	02.06.2025
26	23.06.2025	29.06.2025	09.06.2025
27	30.06.2025	06.07.2025	16.06.2025

WEEK	START	END	DELIVERY
JULY			
28	07.07.2025	13.07.2025	23.06.2025
29	14.07.2025	20.07.2025	30.06.2025
30	21.07.2025	27.07.2025	07.07.2025
31	28.07.2025	03.08.2025	14.07.2025
AUGUST			
32	04.08.2025	10.08.2025	21.07.2025
33	11.08.2025	17.08.2025	28.07.2025
34	18.08.2025	24.08.2025	04.08.2025
35	25.08.2025	31.08.2025	11.08.2025
SEPTEMBER			
36	01.09.2025	07.09.2025	18.08.2025
37	08.09.2025	14.09.2025	25.08.2025
38	15.09.2025	21.09.2025	01.09.2025
39	22.09.2025	28.09.2025	08.09.2025
40	29.09.2025	05.10.2025	15.09.2025
OCTOBER			
41	06.10.2025	12.10.2025	22.09.2025
42	13.10.2025	19.10.2025	29.09.2025
43	20.10.2025	26.10.2025	06.10.2025
44	27.10.2025	02.11.2025	13.10.2025
NOVEMBER			
45	03.11.2025	09.11.2025	20.10.2025
46	10.11.2025	16.11.2025	27.10.2025
47	17.11.2025	23.11.2025	03.11.2025
48	24.11.2025	30.11.2025	10.11.2025
DECEMBER			
49	01.12.2025	07.12.2025	17.11.2025
50	08.12.2025	14.12.2025	24.11.2025
51	15.12.2025	21.12.2025	01.12.2025
52	22.12.2025	28.12.2025	08.12.2025

POSTING DATES 2026

WEEK	START	END	DELIVERY
DECEMBER			
1	29.12.2025	04.01.2026	15.12.2025
JANUARY			
2	05.01.2026	11.01.2026	22.12.2025
3	12.01.2026	18.01.2026	29.12.2025
4	19.01.2026	25.01.2026	05.01.2026
5	26.01.2026	01.02.2026	12.01.2026
FEBRUARY			
6	02.02.2026	08.02.2026	19.01.2026
7	09.02.2026	15.02.2026	26.01.2026
8	16.02.2026	22.02.2026	02.02.2026
9	23.02.2026	01.03.2026	09.02.2026
MARCH			
10	02.03.2026	08.03.2026	16.02.2026
11	09.03.2026	15.03.2026	23.02.2026
12	16.03.2026	22.03.2026	02.03.2026
13	23.03.2026	29.03.2026	09.03.2026
14	30.03.2026	05.04.2026	16.03.2026
APRIL			
15	06.04.2026	12.04.2026	23.03.2026
16	13.04.2026	19.04.2026	30.03.2026
17	20.04.2026	26.04.2026	06.04.2026
18	27.04.2026	03.05.2026	13.04.2026
MAY			
19	04.05.2026	10.05.2026	20.04.2026
20	11.05.2026	17.05.2026	27.04.2026
21	18.05.2026	24.05.2026	04.05.2026
22	25.05.2026	31.05.2026	11.05.2026
JUNE			
23	01.06.2026	07.06.2026	18.05.2026
24	08.06.2026	14.06.2026	25.05.2026
25	15.06.2026	21.06.2026	01.06.2026
26	22.06.2026	28.06.2026	08.06.2026
27	29.06.2026	05.07.2026	15.06.2026

WEEK	START	END	DELIVERY
JULY			
28	06.07.2026	12.07.2026	22.06.2026
29	13.07.2026	19.07.2026	29.06.2026
30	20.07.2026	26.07.2026	06.07.2026
31	27.07.2026	02.08.2026	13.07.2026
AUGUST			
32	03.08.2026	09.08.2026	20.07.2026
33	10.08.2026	16.08.2026	27.07.2026
34	17.08.2026	23.08.2026	03.08.2026
35	24.08.2026	30.08.2026	10.08.2026
36	31.08.2026	06.09.2026	17.08.2026
SEPTEMBER			
37	07.09.2026	13.09.2026	24.08.2026
38	14.09.2026	20.09.2026	31.08.2026
39	21.09.2026	27.09.2026	07.09.2026
40	28.09.2026	04.10.2026	14.09.2026
OCTOBER			
41	05.10.2026	11.10.2026	21.09.2026
42	12.10.2026	18.10.2026	28.09.2026
43	19.10.2026	25.10.2026	05.10.2026
44	26.10.2026	01.11.2026	12.10.2026
NOVEMBER			
45	02.11.2026	08.11.2026	19.10.2026
46	09.11.2026	15.11.2026	26.10.2026
47	16.11.2026	22.11.2026	02.11.2026
48	23.11.2026	29.11.2026	09.11.2026
49	30.11.2026	06.12.2026	16.11.2026
DECEMBER			
50	07.12.2026	13.12.2026	23.11.2026
51	14.12.2026	20.12.2026	30.11.2026
52	21.12.2026	27.12.2026	07.12.2026
53	28.12.2026	03.01.2027	14.12.2026

MEGAPOSTER

PRODUCTION SPECIFICATIONS

Layout

Specify the data using the CMYK colour system. Black (black typography, space or logos) is also created in four colours: C 60%, M60%, Y50%, K100%. As additional information, you can give the corresponding Pantone values for the CMYK specifications.

Typography

Set the logo and text 50 to 100% larger than in conventional poster formats. When placing the image and text elements, ensure that they are at least 15 cm from the edge of the mega-poster. Eyelets for installation are set along the outer edge.

Restrictions

In some locations, restrictions apply to mega-posters due to road safety considerations.

Data guidelines

- For short observation distance [10 m]: layout scale 1:10, 850 dpi
- For posters of 100 m² and above: layout scale 1:10, 350–400 dpi
- For posters of 200 m², layout scale 1:10, 300–350 dpi
- For posters of 400 m², layout scale 1:10, 250–300 dpi

Data formats	Possible formats are 1:10, 1:20, 1:30, 1:40 etc.
	Programs accepted: QuarkXPress, Illustrator, Photoshop, InDesign
	All integrated images must be provided
	Convert fonts to outlines, include fonts in delivery
	Do not use the QuarkXpress EPS file format
	Provide Photoshop images in TIFF, PSD or EPS format and include layers (no bitmap files)
	Please attach documents without bleed
	Do not provide fonts and logos in Photoshop
	If data is delivered in PDF format, please ensure that everything is camera-ready
	Convert fonts to outlines before creating the PDF
	Create black font in the CMYK system: C 60%, M 60%, Y 50%, K 100%

Content

Content is to be approved by the competent authorities. Please send us a PDF file in advance to facilitate the approval process.

Data delivery

Ideally, data should be delivered four weeks (at least two weeks) before the campaign start. Please provide a colour proof (printout) with the data.