





Poster production

Important to know

Standard poster formats

	World format	F4	Paper size	89,5 x 128 cm
	City format	F200	Paper size	116,5 x 170 cm
		F200L/LR	Paper size	119 x 170 cm
			Visible size	116 x 166 cm
		F200P	Tarpaulin	135 x 190 cm
	Visible size	121 x 172 cm		
	Wide format	F12	Paper size	268,5 x 128 cm
		F12L/LR	Paper size	268,5 x 128 cm
			Visible size	264 x 123,5 cm
		F12P	Tarpaulin	290 x 140 cm
	Visible size	278 x 129 cm		
	Large format	F24	Paper size	268,5 x 256 cm
		F24P	Tarpaulin	288 x 271,2 cm
			Visible size	278 x 261,2 cm

Paper quality

Standard poster

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

Backlit poster

F12L / LR, F200 / LR	Backlit poster paper, white
Translucent printing	135-150 g/m ²
	Both sides coated
	Grain-long

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

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 lightbox

The backlit poster is suspended inside a special lightbox 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

See also:

www.apgsga.ch/en/offer/poster-range/production-delivery/
Poster production: important to know

Standard poster formats – Schema
