

## PubliBike advert

# Get ahead on two wheels

### General information

<b>Number of units:</b>	at least 30 400 bicycles in circulation
<b>Format:</b>	26,5 x 23,2 cm
<b>Advertising space:</b>	front side of the front basket of e-bikes and bicycles
<b>Design:</b>	all design proposals must be submitted to VBZ for approval in advance.
<b>Printing:</b>	effected by Lettra Design Werbetechnik AG
<b>Installation and removal:</b>	effected by PubliBike and inclu- ded in the price.

### Booking periods / duration

<b>Booking period:</b>	at least 2 months
<b>Start:</b>	anytime

### Contact

<b>VBZ TrafficMedia:</b>	Tel. 044 411 41 23 trafficmedia@vzb.ch
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# Production guidelines

## Format / design

The space is 26.5 cm x 23.2 cm. If colour is to be used across the entire surface, we recommend including the hidden area with the barcode. The barcode is added by Publi- Bike and serves as a means of identification.

## Printing / data transfer

Lettra Design Werbetechnik AG carries out the printing. Please send the print data to PubliBike by email.

- Print data:** Illustrator (.ai) files in a zip folder or as a PDF
- Data to be sent to:** valentina.giuffre@publibike.ch (please mention the order number)
- Deadline:** The print data needs to be sent to PubliBike 30 days before the start of the campaign.
- Print-ready file:** After you have sent the data, you will receive the print-ready file via email. This must be approved within two business days in order to meet the release date.

