

## Interior Signs

### Streamers

Size 1000 x 241 mm. Visible area 1000 x 226 mm.  
(Frame covers 7.5 mm of print area at upper and lower edges.)

#### Placement

In holders above windows on buses, trams and on tram destination boxes. (Known as window streamers in Gothenburg.)

#### Material

Printed on 0.8-0.9 mm cardboard (550 gram) with vertical fibres. Corrugated plastic is only allowed in Stockholm.

### Two-sided Window Sign

Size 500 x 310 mm. Visible area 500 x 292 mm. (The holder is 300 mm long and covers 18 mm of sign at upper edge towards the outside of the bus. Towards the inside of the bus the holder covers 14 mm. I.e. the holder is bigger towards the outside of the bus.)

#### Placement

Holders on bus and tram windows.

#### Material

Printed on 1.1 mm cardboard with vertical fibres. On signs with two different images, please note that you have to indicate which side should be displayed outward/inward. As a suggestion, mark the sign with outward/inward where the holder covers the sign.  
Corrugated plastic is only allowed in Stockholm.

### Operator Seat Sign

Size 500 x 700 mm. Visible area 480 x 680 mm.  
(Frame covers 10 mm of print area all the way around.)

#### Placement

Gothenburg – on buses, trams and boat (Älvsnabben).  
Other cities – on buses.

#### Material

Printed on 0.8-0.9 mm cardboard (550 gram) with vertical fibres. Corrugated plastic is only allowed in Stockholm.

### Seat back Sign (Airport shuttle bus)

Horizontal A5 (210 x 148.5 mm. Visible area 196 x 134 mm.  
(Frame covers 7 mm of print area all the way around.)

#### Placement

In holders at eye-level at the seat's back.

#### Material

Printed on 0.4 mm cardboard (300 gram).  
Corrugated plastic is only allowed in Stockholm.

### Wall Sign

310 x 500 mm. Visible area 310 x 486 mm. (Holder covers 7 mm of sign at upper and lower edge.)

#### Placement

Holders on walls of trams and commuter trains.

#### Material

Printed on 0.8 mm cardboard (550 gram) with vertical fibres.  
Corrugated plastic is only allowed in Stockholm.

## Exterior Signs

### **Rear of Bus Stockholm 1400x700**

Size 1400 x 700 mm. Visible area 1365 x 665 mm.  
(We recommend to put texts and images 10 mm within this measurement.)

#### **Placement**

On the rear exterior of buses in Stockholm.

#### **Material**

SCA 483 E, 2 mm paperboard with vertical corrugation or material approved by transit authority. In Stockholm we allow corrugated plastic.

#### **Follow-up Treatment**

Waxing of open corrugation wells, UV varnish for increased weather resistance. Punched corners, please see sketch at last page.

### **Rear of Bus 1400x500**

Size 1400 x 500 mm. Visible area 1380 x 480 mm.  
(We recommend to put texts and images 10 mm within this measurement.)

#### **Placement**

On the rear exterior of buses, not in Stockholm.

#### **Material**

SCA 483 E, 2 mm paperboard with vertical corrugation or material approved by transit authority.  
Corrugated plastic is only allowed in Stockholm.

#### **Follow-up Treatment**

Waxing of open corrugation wells, UV varnish for increased weather resistance.

### **Boarding Bus Stockholm 1400x700**

Size 1400 x 700 mm. Visible area 1365 x 665 mm.  
(We recommend to put texts and images 10 mm within this measurement.)

#### **Placement**

On bus exteriors in Stockholm.

#### **Material**

SCA 4832 E, 2 mm paperboard with vertical corrugation or material approved by transit authority.  
In Stockholm we allow corrugated plastic.

#### **Follow-up Treatment**

Creasing and folding of 2-fold panels, waxing of open corrugation wells, UV varnish for increased weather resistance. Punched corners, please see sketch at last page.

### **Boarding Bus 1400x500**

Size 1400 x 500 mm. Visible area 1380 x 480 mm.  
(We recommend to put texts and images 10 mm within this measurement.)

#### **Placement**

On bus exteriors, not in Stockholm.

#### **Material**

SCA 4832 E, 2 mm paperboard with vertical corrugation or material approved by transit authority.  
Corrugated plastic is only allowed in Stockholm.

#### **Follow-up Treatment**

Creasing and folding of 2-fold panels, waxing of open corrugation wells, UV varnish for increased weather resistance.

### **Boarding Tram Gothenburg**

Size 2517 x 515 mm. Visible area 2480 x 480 mm.  
(We recommend to put texts and images 10 mm within this measurement.)

#### **Placement**

On trams exteriors in Gothenburg.

#### **Material**

SCA 4832 E, 2 mm paperboard with vertical corrugation or material approved by transit authority. Corrugated plastic is not allowed.

#### **Follow-up Treatment**

Creasing and folding of 2-fold panels, waxing of open corrugation wells, UV varnish for increased weather resistance. Punched corners, please see sketch at last page.

## Exterior Signs

### XL / XL Impact

Size 1725 x 770 mm. Visible area 1685 x 735 mm.  
(We recommend to put texts and images 10 mm within this measurement.)

#### Placement

XL: On the rear exterior of buses.  
XL Impact: On tram exteriors in Gothenburg  
8 signs/vehicle placed in order 2+1, 2, 1+2

#### Material

SCA 483 E, 2 mm paperboard with vertical corrugation or material approved by transit authority. Corrugated plastic is only allowed in Stockholm.

#### Follow-up Treatment

Waxing of open corrugation wells, UV varnish for increased weather resistance. Punched corners, please see sketch at last page.

### Long Side

Size 3068 x 667 mm. Visible area 3035 x 635 mm.  
(We recommend to put texts and images 10 mm within this measurement.)

#### Placement

On bus and tram (Gothenburg) exteriors.

#### Material

SCA 483 E, 2 mm paperboard with vertical corrugation or material approved by transit authority. Corrugated plastic is only allowed in Stockholm.

#### Follow-up Treatment

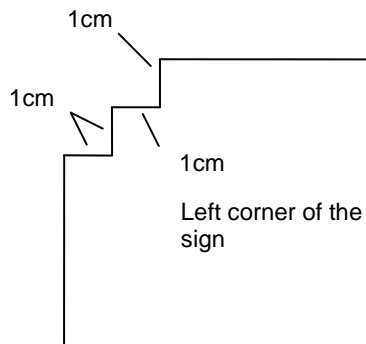
Creasing and folding of 3-fold panels, waxing of open corrugation wells, UV varnish for increased weather resistance. Punched corners, please see sketch at last page.

## Sketches for exteriors signs

This is how the material needs to be cut in the corners.  
These signs below shall be punched in the corners:

XL  
Long Side  
Boarding Tram  
Boarding Bus Stockholm 1400x700  
Rear of Bus Stockholm 1400x700

(Not the signs Boarding Bus 1400x500 and Rear of Bus 1400x500 or vinyl).



## Delivery Terms

Complete material should reach the delivery address shown no later than five (5) business days (Friday at 12 a.m.) before start of ad campaign. Any exceptions must be approved in writing by Wallstreet before start of ad campaign. If delivery is late, Wallstreet reserves the right to refuse to mount material by the appointed date. Late or improperly delivered material can result in extra costs that will be charged the client.

Sketches and installation instructions should be delivered to us no later than five (5) days before start of ad campaign. Mark subject on signs. For delivery of campaigns with several subjects, the material should be inserted in sequence by subject (e.g. 1, 2, 1, 2 without insets). Clearly mark the delivery with order number, name of sender, contact person, campaign dates, and type of sign.

The thickness, stiffness, and exact formats of material delivered should conform to the descriptions and values indicated.

Surplus should be 10% of the net number of copies booked to facilitate maintenance. Individual exceptions may occur.

The signs are allowed to be delivered without signature if the recipient is not available. Deliver at the door.