

ADVERTISING AND PROMOTION

Advertising holders rental



Large tap Ficoba tower

5.550€+VAT

Placement and removal included

- > Micro-perforated tarp
10.000mm x 21.200mm
- > High visibility



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Main façade tarp

1.770€+VAT

Placement and removal included

- > Micro-perforated tarp
4.140mm x 8.700mm



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Ongietorri tarp

1.995€+VAT

Placement and removal included

- > PVC
13.000mm x 3.500mm
- > Maximum visual impact on
the building's main entrance



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Exterior gallery tarp

1.299€+VAT

Placement and removal included

- > Printed fabric
5.700 x 6.400mm
- > High visibility from N-I



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External fence tarp

1.290€+VAT

Placement and removal included

- > Micro-perforated tarp on outer perimeter towards N-I 60.000mm x 1.800mm
- > With different heights option
- > Maximum visibility in pedestrian access
- > Other sizes available



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External fence tarp

1.290€+VAT

Placement and removal included

- > Micro-perforated tarp on outer perimeter towards N-I 60.000mm x 1.800mm
- > With different heights option
- > Maximum visibility in pedestrian access
- > Other sizes available



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Large LED screen

449 €+VAT 1 month
4.995€+VAT 1 year

- > Total size 23.6m²
- > 14.000 vehicles/day
- > For videos or still images (maximum 8 seconds)
- > 45 impacts per hour
- > Carousel of a maximum of 10 different ads per hour



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Main entrance Hall

Several high-impact options

- > Hanging welcome tarp
- > Central floor vinyl
- > Backlit columns



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Main entrance Hall

> Floor vinyl

Placement and removal
included

4.500 x 4.500mm

1.675€+VAT

> 5 backlit columns

610mm x 1.400mm/column

125€+VAT/column



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Main Hall hanging tarp

795€+IVA
Placement and removal included

- > Double-sided PVC
1.500 mm x 4.000mm
- > Other sizes available



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Customized interior holders

- > Small double-sided folding screen

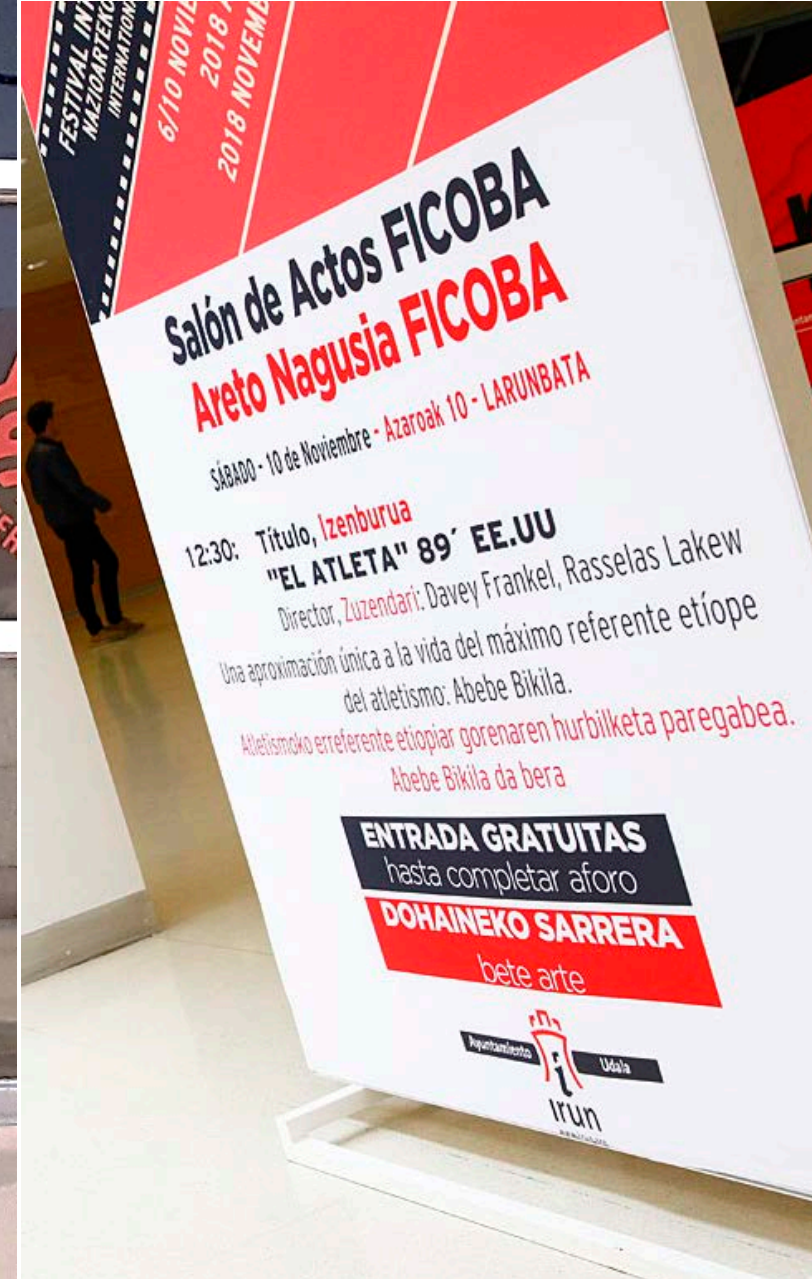
1.100mm x 2.200mm

168 € +IVA

- > Big one-sided folding screen

1.200mm x 2.300mm

199€+ IVA



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Customized interior holders

- > Customized lectern with
printed fabric

550mm x 1.170mm
185€+VAT

- > Vinyls in different sizes



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LED totems

142€+VAT/unit

- > Dimensions: 1949 x 581mm
- > Resolution: 972 x 288 px
- > Suitable for videos or still images
- > Formats: MP4, AVI, JPG, PNG
- > Pitch: 1,9 mm



Gallery background tarp

1.155€+VAT

Placement and removal included

> Printed fabric

5.360mm x 5.450mm



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Gallery tarp

535€+VAT

Placement and removal included

> Custom printed fabric

4.000mm x 1.500mm



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Pavilion hanging tarps

550€+VAT

Placement and removal included

> Double-sided PVC
1.500mm x 4.000mm

> Other sizes available



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Pavilion wall tarps

1.095€+VAT

Placement and removal included

- > Printed fabric
7.000mm x 3.000mm

- > Maximum visibility in the passageways between pavilions (5 passageways in total)

- > Other sizes available



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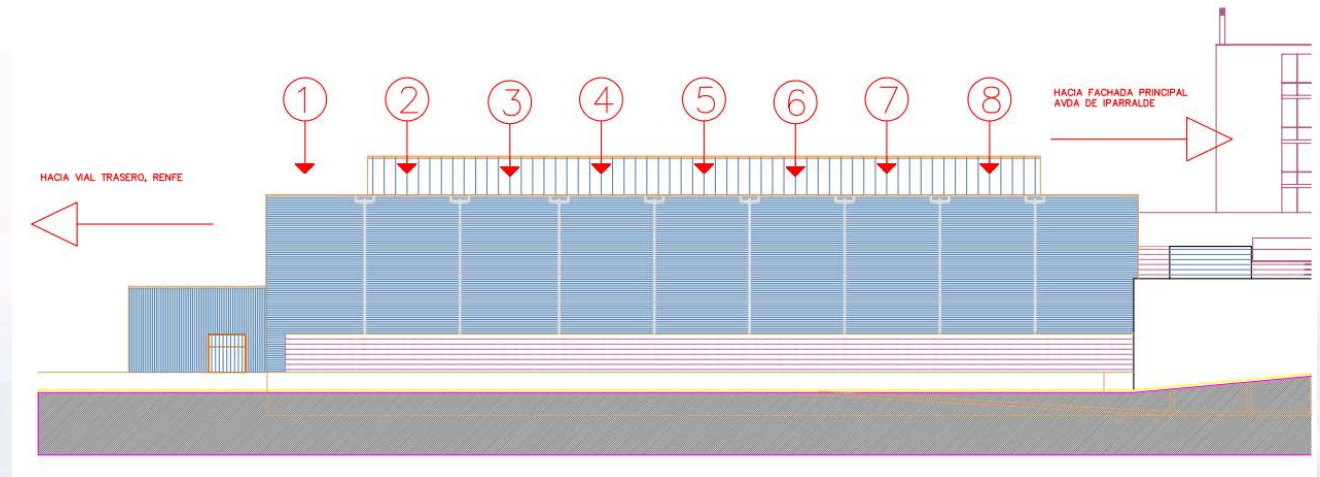


Pavilion 3 exterior tarp

1.095€+VAT/pc

1.285€+VAT/pc. TAFTA

Placement and removal included



- > Micro-perforated tarps
115g/m2 or TAFTA printed
fabric 180g/m2

7.200mm x 7.500mm

- > Up to 8 successive tarps
- > High visual impact from the
outside



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Internal fence tarp

355€+VAT/pc.

Placement and removal included

> Micro-perforated tarps
4.480mm x 1.800mm
sections

> Other sizes available



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Exterior fence perimeter tarp

1.570€+VAT

(80.000mm x 1.800mm)

Placement and removal included

- > Micro-perforated tarp
80.000 mm long x 1.800 mm
high
- > High visibility in outdoor
events
- > Other sizes available



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Technical characteristics for tarp and other advertising holders printing

Holder	Holder dimensions (Length x Height)	File dimensions (Length x Height)	Hanging system	Recommended material	Technical characteristics to be considered
LARGE FORMAT TARPS					
>Large tarp Ficoba Tower	10.000mm x 21.200mm	same	cringles	micro-perforated	
>Main façade tarp	4.140mm x 8.700mm	same	upper and lower hem	micro-perforated	
>Ongietorri tarp	13.000mm x 3.500mm	same	upper and lower hem	PVC	>High resolution: 100pp
>Exterior gallery tarp	6.400mm x 5.700mm	same	upper and lower hem	micro-perforated	>No cutting margins
>External fence tarp	60.000mm x 1.800mm	same	cringles every meter	micro-perforated	>Traced fonts
>Hanging tarp (hall or pavilions)	1.500mm x 4.000mm	same	upper and lower hem	PVC	>Linked images
>Gallery background tarp	5.360mm x 5.450 mm	same	upper and lower hem	tafta	>Hanging tarps: Double-sided PCV fabrics made with upper and lower hems for 40mm Ø tubes
>Pavilion wall tarps	7.000mm x 3.000mm	same	upper and lower hem	micro-perforated	>Other large format tarps: 180g/m ² or similar TAFTA fabrics made with upper and lower hems for 40mm Ø tubes
>Pavilion 3 exterior tarps	7.200mm (7.300mm if PVC) x 7.500mm	same	cringles every 50cm	micro-perforated	>We recommend 115g/m ² micro-perforated tarps for outdoor use.
>Internal fence tarp	4.480mm x 1.800mm	same	cringles every meter	micro-perforated	
>Exterior fence perimeter tarp	80.000 mm x 1.800mm	same	cringles every meter	micro-perforated	
LARGE LED SCREEN					
>Large LED screen	23.6m ²				>Video files: .avi .mp4 (maximum 8 seconds) >Still image files: .jpg .jpeg .bmp >Pixel resolution: x=768 y=480 >72ppi image file >Carousel of a maximum of 10 different ads per hour >45 impacts per hour



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Technical characteristics for tarp and other advertising holders printing

Holder	Holder dimensions (Lenght x Height)	File dimensions (Lenght x Height)	Hanging system	Recommend ed material	Technical characteristics to be considered
LED TOTEMS					>Video files: .avi .mp4
>Wheeled LED totems	1.949mm x 581mm				>Still image files:: .jpg .jpeg .png >Pixel resolution: x=972 y=288 >Pitch:1,99mm
VINYLS					>100%, escale 1:1, in PDF format
>Floor vinyl	4.500mm x 4.500mm	same	-	-	> RGB or CMYK colour >Between 150 ppp and 300ppp resolution. 100%
TEXTILE PRINTING					>Image quality:at 100% scale, a minimum resolution of 72 ppi is required.
>Gallery tarp	4.000mm x 1.500mm	4.020mm x 1.520mm	ad hoc structure	textil	< 1 m2 (150 ppi) > 1 m2 (72 ppi)
>Backlit columns	610mm x 1.400mm	630mm x 1.420mm	ad hoc structure	textil	>Format: PDF if possible (x1a). Alternatively: tif, jpg, eps
>Lectern	550mm x 1.170mm	570mm x 1.190mm	ad hoc structure	textil	>Colour: CMYK. It is advisable to send a color test
>Big one-sided folding screen	1.200mm x 2.300mm	1.220mm x 2.320mm	ad hoc structure	textil	>Margins: The file must have 20 mms of total indent which will be the unseen part of the image. When creating the PDF do not include the printer marks option (crop marks, color bands, etc).
>Small double-sided folding screen	1.100mm x 2.200mm	1.120mm x 2.220mm	ad hoc structure	textil	>Fonts: Embed fonts or plot them when making the PDF.



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