

Title (en)  
Advertising device.

Title (de)  
Werbevorrichtung.

Title (fr)  
Dispositif de réclame.

Publication  
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Application  
**EP 90116643 A 19900830**

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Abstract (en)  
[origin: EP0416464A2] The invention relates to an advertising device having a housing (1), light sources (2), which are arranged in the rear part of the housing (1), and a lid (3) which is provided with a window (4) or the like and by means of which the front part of the housing can be closed, in which case a poster (5) can be arranged between the lid (3) and the light sources (2). In order to indicate an advertising device of the generic type which allows a paper poster to be hung up without creases, it being possible for a paper poster to be mounted or exchanged with relatively little effort, it is proposed according to the invention to provide clamping elements (6), by means of which the poster (5) can be mounted in the housing (1). The clamping elements (5) are mounted fixedly on the housing (1) by one end. At least one clamping element (6) in each case is provided for the top and the bottom edge and/or both side edges of the poster (5). In a further design of the invention, it is proposed for hanging up the paper posters without creases that the posters to be applied to the outside of a transparent carrier film be detachably connected to the latter by means of clamping elements. <IMAGE>

IPC 1-7  
**G09F 13/04**; **G09F 11/18**

IPC 8 full level  
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