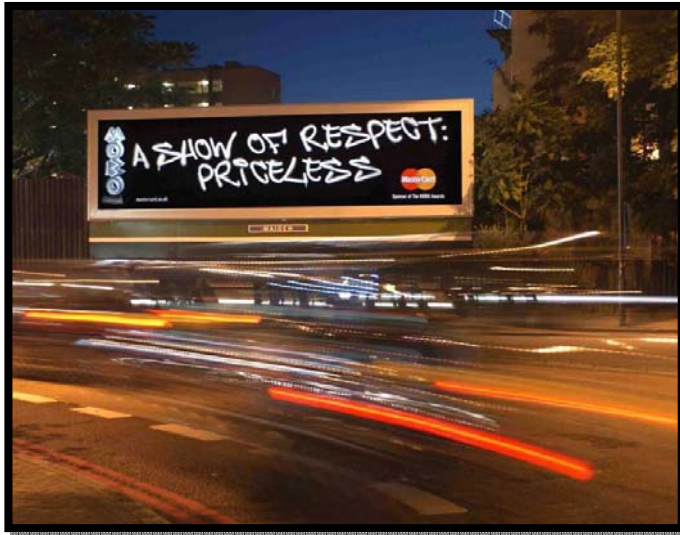

Suzuki Dealers
IPM Outdoor Guide 2010

48 SHEETS AND 96 SHEETS

96 Sheets



Key contractors: Titan Outdoor, Clear Channel, JCDecaux and Primesight

Size: 120" x 480" / 3048mm x 12192mm

Cost: Standard regional 96s panel @ £700 per 2 wks / London @ £1,000 per 2 wks

Backlight regional 96s panel @ £6,500 per 2 wks / London @ £10,000 per 2 wks

Dependent on location certain backlights in London can be in excess of £10,000

National Product: Found along key roads nationally and are heavily located in large towns and cities.



48 Sheets



Key contractors: Titan Outdoor, Clear Channel, JCDecaux, Primesight and CBS (Underground)

Size: 120" x 240", 3048mm x 6096mm

Cost: Standard regional 48s panel @ £300 per 2 wks / London @ £400 per 2 wks

Backlight regional 48s panel @ £2,900 per 2 wks / London @ £5,000 per 2 wks

Dependent on location.

National Product: *Found along key roads nationally and are heavily located in large towns and cities.*



48 and 96 Sheets – Important Points

1. All prices quoted are a market guide and could fluctuate depending on the market conditions
2. Prices can vary at different times of the year
3. All prices quoted are exclusive of production and delivery to the posting depot
4. Please ensure you talk to ipm regarding up to date market prices
5. Production – see next slides
6. Media lead in time – 8 weeks minimum

48 and 96 Sheets – Production Guide

ARTWORK FORMAT FILES

We can accept files in a number of formats in various ways. Please follow the guidelines listed below. It is important that all files are clearly marked with the campaign name and format.

1) By email:

- High resolution PDFs (1.4 – 1.7), Quark (6 & 7) and In-Design (CS 2 & 3) Graphics
- EPS - illustrator or Freehand
- Hi-Res. Data - Minimum of 300-350 Dpi (at artwork size). EPS, Tiff or Jpeg

2) FTP:

<ftp://82.110.60.154>

Username: ipm123

password: ipm123

3) ISDN: 0207 537 9971

4) CD: Please send to ipm, 4th Floor, 175 High Holborn, London WC1V 7AA



48 and 96 Sheets – Production Continued

FORMAT SIZE

48s: Please supply artwork at 1/10th size = Trim : 300mm(D) x 600mm(W)
Add 3mm bleed to all sides

96s: Please supply artwork at 1/13th size = Trim : 225mm(D) x 900mm(W)
Add 3mm bleed to all sides

IMPORTANT!

Please follow the safe area grid supplied. All important elements such as copy and logos must be within the indicated areas otherwise they could be part lost due to paper stretch

