
Suzuki Dealers
IPM Outdoor Guide 2010

6 SHEETS

6 Sheets - Overview



Key contractors: Clear Channel, JCDecaux, Primesight Titan (Rail) and CBS (London U/G)

Size: 71" x 47" / 1800mm x 1200mm

Cost: £200-650 per 2 wks (Depending upon location, town and contractor)

National Product: *Roadside Bus shelters & Freestanding on pavement , within a variety of environments such as Rail, London Underground, Mall, Cinema, Gyms, Playhouses, College/Universities...*

6 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



6 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



6 Sheets – Production Continued

FORMAT SIZE

There are 2 different sizes for this format; 'Adshel' & 'JCDecaux'
These can be printed in one run and trimmed differently if the artwork is supplied as a dual master (see size below. This is at ¼ size).

Bleed: 456mm(D) x 306mm(W)
Trim: 450mm x 300mm
Display: 427mm x 290mm (all type and logos must be within this area)

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

