
Suzuki Dealers
IPM Outdoor Guide 2010

MOBILE MEDIA



Mobile Media



Key contractor: Mobile Media

Standard formats: Advans, Abikes and Adscooters

Cost: From £400 per vehicle per day

N.B: *Can be deployed almost anywhere in the country subject to additional petrol fees.*

Ideal for targeting areas where poster sites are scarce.

Mobile Screens



Key contractor: Media Displays

Cost: £1,200 per van per day

Lead-times: Creative needs to be supplied 2 to 4 weeks prior.

N.B: Media Displays have approx. three vehicles at present. These are best used during events for promotional activity and launches etc. and are very impactful.

Mobile Media – 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 – 6 weeks minimum



Mobile Media – 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



Mobile Media – Production Continued

Mobile screens: Specific production details are not available on digital screens. All bookings will be made by ipm and will be production inclusive

At the time of booking, the media owner will forward the format in which the digital display is required

