
Suzuki Dealers
IPM Outdoor Guide 2010

RAIL NETWORK



Rail Network



48 sheet



4 sheet



6 sheet

Key contractors: Titan and CBS

Cost: 4 sheets on platforms and ticket halls from £120 per 2 wks

6 sheets on platforms and ticket halls from £300 per 2 wks

48 sheets on platforms and car parks from £800-£1500 per 2 wks (depending on the station)

Scrolling 48s in concourses from £3,500 per 2 wks certain stations only

NB: The above costs do not include Main City Termini - these cost more depending on which station is required and can be quoted separately.



Rail Network – 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 slide
6. Media lead in time – 8 weeks minimum



Rail Network – Production Guide

FORMAT SIZE

- 4s** Please supply artwork at ¼ size = Trim : 381mm(D) x 254mm(W)
Add 3mm bleed to all sides
- 6s** 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)
- 16s** Please supply artwork at 1/10th size = Trim : 300mm(D) x 200mm(W)
Add 3mm bleed to all sides
- 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

Rail Network – Production Continued

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



Rail Network – Production Continued

