
Suzuki Dealers
IPM Outdoor Guide 2010

ROADSIDE DIGITAL SCREENS



Roadside Digital Screens



Can be updated regularly for updates or by day part/region for increased targeting. All creative runs on a loop. Sites are primarily found in London with some found regionally in Glasgow, Liverpool and Manchester.

Main contractors: Forrest, JCDecaux, Clear Channel and Ocean

Cost: Varies by size, location, loop length, day part but circa £10,000 per screen per 2 wks

Roadside Digital Screens – 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 – 3 weeks minimum

Roadside Digital Screens – Production

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



Roadside Digital Screens - Production

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

