

## ARTWORK SPECIFICATION FOR PRINT

For Print Artwork, please supply high res pdfs and ensure your artwork is 300dpi. Please also check, that no assets used within the print artwork is RGB as this may affect the colour of your print. For formats where a keyline is added, please make sure that your keyline is set to a spot colour and the Overprint stroke/fill option is selected in the software package you are using to create the artwork.

Artwork can be supplied at a percentage of the overall spec. For example, a 48 Sheet pdf can be supplied to us as 10% of the overall spec. If you choose to do this, please either specify on the file name or in the mail when sending the high res pdf to the percentage you have created your file to.

ROADSIDE	PANEL DIMENSIONS		SAFE COPY AREA		Recommended Materials
	Height (mm)	Width (mm)	Height (mm)	Width (mm)	
6 Sheet	1800	1200	1680	1080	170 GSM (back printed)
48 Sheet	3048	6096	2748	5796	115 GSM Opaque / Blueback <a href="#">Please click here to view photo of collation process.</a>
48 Sheet Backlit *	<a href="#">SPECS MAY VARY ON SPECIFIC SITE. PLEASE CLICK HERE TO VIEW SPECS FOR 48 SHEET BACKLITS</a>				
Upright 48 Sheet *	<a href="#">SPECS MAY VARY ON SPECIFIC SITE. PLEASE CLICK HERE TO VIEW SPECS FOR UPRIGHT 48 SHEETS</a>				
96 Sheet	3048	12192	2748	11892	115 GSM Opaque / Blueback
96 Sheet Backlit *	<a href="#">SPECS MAY VARY ON SPECIFIC SITE. PLEASE CLICK HERE TO VIEW SPECS FOR 96 SHEETS</a>				
144 Sheet	3048	18288	2748	17988	115 GSM Opaque / Blueback
240 Sheet	<a href="#">SPECS MAY VARY ON SPECIFIC SITE. PLEASE CLICK HERE TO VIEW SPECS FOR 240 SHEETS</a>				
288 Sheet	3048	36576	2748	36276	115 GSM Opaque / Blueback
Europanel	3000	3960	2700	3660	115 GSM Opaque / Blueback
Metropoles*	2320	3150	2110	2940	150 GSM Matt Coated Paper
Commuter Squares *	2310	3130	2230	3060	
Golden Squares **	6096	6096	5796	5796	115 GSM Opaque / Blueback
Adtalk (Phone Kiosks) *	<a href="#">PLEASE CLICK HERE TO VIEW TEMPLATE</a>				
PIPs (4 Sheet)	1524	1016	1480	970	170 GSM Opaque/Blueback unless for illuminated sites
12 Sheet	1524	3048	1480	2830	115 GSM Opaque / Blueback
iHubbs*	<a href="#">PLEASE CLICK HERE TO VIEW TEMPLATE</a>				

\* Printing is handled by Media Owner.

\*\* Standard Panel Dimensions. Individual sites may differ. Please contact your PML Group representative for more details.

RETAIL/ LEISURE	PANEL DIMENSIONS		SAFE COPY AREA		Recommended Materials
	Height (mm)	Width (mm)	Height (mm)	Width (mm)	
Mallbox	685	517	640	500	170 GSM Art (Matt/Gloss)
	Safe Copy - 18mm from top x 27mm from bottom				
Dunnes Stores Storepoints*	1,445	710	1,445	710	All Artwork must be at least 300dpi
Trolley Handles (POPAd) *	73	185	63	173	3mm bleed. 150 gsm+
Basket *	287	200	277	190	3mm bleed
Retail Adtower	1,815	710	1,815	685	170g Paper
A1 (iSites / Gym)	841	594	821	574	At least 200 gsm poster paper. Photographic paper & durotrans give the best quality.
A2 (Parenting / Creche Panels)	594	420	574	400	
A3 (Pub / Fashion sites) *	420	297	384	261	
A4	297	210	277	190	
Beer Mats*	<a href="#">PLEASE CLICK HERE TO VIEW TEMPLATE</a>				

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LUAS	PANEL DIMENSIONS		SAFE COPY AREA		Recommended Materials
	Height (mm)	Width (mm)	Height (mm)	Width (mm)	
Luas Column Top	1,230	1,165	1,030	965	170 GSM Art (Matt/Gloss)
Luas Column Bottom	1,840	1,165	1,640	965	170 GSM Art (Matt/Gloss)
Luas Straplins	140	1,454	140	1,454	White S/A Removable Vinyl (Fascall 100)
Luas Portrait Panels	595	350	595	350	White S/A Removable Vinyl (Fascall 100) matt laminate print side. The Portrait Panels are to be printed on Avery removable vinyl and must be matt laminated.

Additional Luas Formats are available upon request. These include: Window Strip, Contravision, Skylines, Luas Tram Wrap, Luas Centre Side and Luas Internal Domination.

**Luas Column Wraps** differ from standard spec. Please contact your PML Group representative for more details.

ROI BUS / RAIL	PANEL DIMENSIONS		SAFE COPY AREA		Recommended Materials
	Height (mm)	Width (mm)	Height (mm)	Width (mm)	
T-Side	<a href="#">PLEASE CLICK HERE TO VIEW TEMPLATE</a>				
Capital T*	<a href="#">PLEASE CLICK HERE TO VIEW TEMPLATE</a>				
Superside	658	6,108	610	6,060	Self Adhesive Removable Ritrama VM100
Lower Rear	395	1,806	345	1,756	Self Adhesive Removable Ritrama VM100
City Impacts*	1,390	2,890	1,290	2,790	
Super Rear**	APPROX SIZE, PLEASE CONFIRM WITH YOUR REPRESENTATIVE. <a href="#">PLEASE CLICK HERE TO VIEW TEMPLATE.</a>				
Bus Cards	257	740	228	713	720 Micron Box Board
Dart / Arrow Cards	261	740	230	713	080 Display Board
Mega Square *	<a href="#">PLEASE CLICK HERE TO VIEW TEMPLATE</a>				
A2s (Bus)	594	420	570	400	170 GSM Art Paper
Wrapped Ticket Barriers *	INFORMATION AVAILABLE ON REQUEST				
Aircoach *	INFORMATION AVAILABLE ON REQUEST				

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\*\* Standard Panel Dimensions for Dublin. Please contact your PML Group representative if you require specs for nationwide Super Rears.

NI Bus / Rail	PANEL DIMENSIONS		SAFE COPY AREA		Recommended Materials
	Height (mm)	Width (mm)	Height (mm)	Width (mm)	
Solus Rear	460	1325	410	1290	Fasson Fascal 400 White Self-Adhesive Removable Vinyl -UV varnished
T-Side	<a href="#">PLEASE CLICK HERE TO VIEW TEMPLATE</a>				
Superside	658	6108	606	6056	Fasson Fascal 400 White Self-Adhesive Removable Vinyl - UV varnished + 12mm overlap on right of panels 1-3
Streetliner	610	3048	560	2998	Fasson Fascal 400 White Self-Adhesive Removable Vinyl - UV varnished + 12mm overlap
Super 12	1390	2890	1190	2690	Available on request
Bus A2s	594	420	570	396	Fasson Fascal 80 Micron Self-Adhesive Removable Vinyl
Commuter Card	280	610	234	564	Fasson Fascal 80 Micron Self-Adhesive Removable Vinyl
XL Commuter Card	280	1218	250	1188	440 micron matt white opaque PVC

Non-Standard Formats	PANEL DIMENSIONS		SAFE COPY AREA		Recommended Materials
	Height (mm)	Width (mm)	Height (mm)	Width (mm)	
Westland Row (Pzazz)	<a href="#">PLEASE CLICK HERE TO VIEW TEMPLATE</a>				
Camden Street (JCDecaux Lightbox)	5340	2245	5040	1945	
Balally (JCDecaux Lightbox)	3100	6100	2800	5800	
Pearse Street (JCDecaux Lightbox)	6115	3120	5960	2960	Include a 155mm bleed on all sides
South William St (Exterior Media)	3073	2160	2773	1860	Standard Blue Back or Aluminum Composite

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## Poster Production Critical Path Time Scale

Film/Cromalin:	2 Days
Printing:	4 Days
Contractor preparation:	5 Days
Posting:	3 Days max
Total:	14 Working Days

## Booked campaign quantity plus additional stock per 14 day cycle as follows:

6 Sheets:	30%
Large Formats:	20%
All Transport formats:	15%

<b>DIGITAL</b>	Screen Size	Dimensions (pixels) (W x H)	Aspect Ratio	Spot Length	File Types and Delivery
dPods**	57"	1080 X 1920	9:16	10 Seconds	MOV/MP4: Maximum File Size: 2GB. When delivering rotate to 90degrees anti-clockwise (1920x1080). All static files must be supplied as MP4.
Connolly Gallery**	Same spec as dPod. Please contact your PML Group Representative for more information				
iVisions**	70"	1080 X 1920	9:16	10 Seconds	MOV/MP4: Maximum File Size: 100MB. When delivering rotate to 90degrees anti-clockwise (1920x1080). Static images should be set to 150dpi. Data Rate: max 24 mbits/second.
Adshel Live / Tesco Live	70"	1080 X 1920	9:16	10 Seconds	MOV/MP4, SWF (10.2 or below): Max file size: 30MB or less. Static images should be set to 150dpi. Encoding H264.
Cine D / Retail D / Gym D	55"	1080 X 1920	9:16	10 Seconds	MOV/MP4, WMV, F4V: Max file size: 100MB. Static images should be high res JPEGs or PDFs.
LCDs	57"	1080 X 1920	9:16	10 Seconds	MOV/MP4: Maximum File Size: 2GB. When delivering rotate to 90degrees anti-clockwise (1920x1080). All static files must be supplied as MP4.
SuperValu Screens	50" – 60"	1080 X 1920	9:16	10 Seconds	MOV/MP4, SWF. Max file size: 100MB. Static images should be high res JPEGs or PDFs.
Urban Screen / Lifestyle Screen		1080 X 1920	9:16	10 Seconds	MP4: Max File: 50MB. Static images should be high res JPEGs or PDFs.
Aerpods	70"	1080 X 1920	9:16	10 Seconds	MOV/MP4, SWF, AVI, JPEG. Max file size: 30MB. Static images should be high res JPEGs or PDFs.
DigiTower / DigiX	57"	1080 X 1920	9:16	10 Seconds	MP4. Max file size: 30MB. Static images should be high res JPEGs or PDFs
Orbscreen	57"	1080 X 1920	9:16	10 Seconds	MP4. Max file size: 30MB for 10 seconds. Static images should be high res JPEGs or PDFs
DEPs		1050 x 1680	10:16	10 Seconds	MOV/MP4: Maximum File Size: 2GB. When delivering rotate to 90degrees anti-clockwise (1680x1050). All static files must be supplied as MP4.
C-Store Screens	2 screens x 19"	720 x 450	16:10	10 Seconds	AVI. Codec H.264 Max file size 10MB. Static images should be high res JPEGs or PDFs
Digipole	3520 X 2400mm	440 x 300		10 seconds	Static - NO ANIMATION ALLOWED. JPEG, PNG, GIF(animated GIFs not supported), Minimum: 72dpi
Transvision		1920 x 1080	16:9	10/20/30 Seconds	MOV/MP4: Maximum File Size: 2GB. All static files must be supplied as MP4.
Greenscreen		3840 x 1024		10 Seconds	MOV/MP4: Maximum File Size: 300MB. Static images should be high res JPEGs or PDFs. 30 - 60 FPS
Window D		1080 x 1820		10 Seconds	MOV/MP4, WMV, F4V. Maximum File Size: 100MB. Static images should be high res JPEGs or PDFs
Social D Portrait		1080 x 1820		10/20 second	MOV (h.264 Codec), MP4 (h.264 Codec), WMV (Windows Media 9 Video Codec). Maximum File Size: 100MB. Static images should be high res JPEGs
Social D Landscape		1920 x 980		10/20 second	MOV (h.264 Codec), MP4 (h.264 Codec), WMV (Windows Media 9 Video Codec). Maximum File Size: 100MB. Static images should be high res JPEGs
Swan Shopping Centre		576 x 288		10 seconds	NO ANIMATION ALLOWED. MP4: Max 10mbps. 25FPS
Pharmaseen		1280 x 768	5:3	20 seconds	MP4, Max 15mb.
Shelfies	Please contact your PML Group Representative for more information				

\* Unless otherwise stated all formats should be rendered using an uncompressed or animation codec. H264 encoding at 25 Frames Per Second (FPS)

\*\* The media owner of these formats recommend the last 2 seconds are free of any brand or copy moving elements.