

Roadside

Display Dimensions

Safe Copy Area

	Height (mm)	Width (mm)	Height (mm)	Width (mm)	Recommended Material
48 Sheet*	3,048	6,096	2,748	5,796	115 GSM Opaque/Blueback
All 6 Sheets	1,800	1,200	1,700	1,100	170 GSM (back printed). Maximum size for digital adshel screens is 55"
Europanel	3,000	3,960	2,700	3,660	115 GSM Opaque/Blueback
Metropole**	2,320	3,150	2,110	2,940	150 GSM Matt Coated Paper
Commuter Square	2,310	3,130	2,230	3,060	Print inclusive, please send artwork to Print and Display
96 Sheet*	3,048	12,192	2,748	11,892	115 GSM Opaque/Blueback
144 Sheet*	3,048	18,288	2,748	17,988	115 GSM Opaque/Blueback
240 Sheet*	3,048	30,480	2,748	30,180	115 GSM Opaque/Blueback
288 Sheet*	3,048	36,576	2,748	36,276	115 GSM Opaque/Blueback
Golden Squares*	6,096	6,096	5,796	5,796	115 GSM Opaque/Blueback
Phone Kiosk - Front Door (Top Panel)	1038	643	1038	643	
Phone Kiosk - Front Door (Bottom Panel)	678	643	678	643	
Phone Kiosk - Side Panel (Top)	1060	700	1060	700	
Phone Kiosk - Side Panel (bottom)	700	700	700	700	
4 Sheet	1,524	1,016	1,480	970	170 GSM Opaque/Blueback unless for illuminated sites
12 Sheet	1,524	3,048	1,480	2,830	115 GSM Opaque/Blueback

*Standard Format Dimensions - Individual sites may differ. Please consult your PML Group representative.

**Metropoles are sold Print inclusive. Please send artwork to McGowans Print.

Digital*

	Screen Size	Resolution	Aspect Ratio	Spot Length	File Type
dPods**	57"	1080 x 1920	9:16	10 Seconds	Quicktime MOV: Maximum File Size: 2GB. When delivering rotate to 90degrees anti-clockwise (1920x1080)
Commuter dPods**	57"	1080 x 1920	9:16	10 Seconds	Quicktime MOV: Maximum File Size: 2GB. When delivering rotate to 90degrees anti-clockwise (1920x1080)
Totems	57"	1080 x 1920	9:16	10 Seconds	Quicktime MOV, MP4: Maximum File Size: 2GB.
iVision**	70"	1080 x 1920	9:16	10 Seconds	Quicktime MOV, MP4: Maximum File Size: 100MB. When delivering rotate to 90degrees anti-clockwise (1920x1080) Static images should be set to 150dpi.
CineD / RetailID	55"	1080 x 1920	9:16	10 Seconds	Quicktime MOV, MP4, WMV, F4V: Maximum File Size: 2GB. When delivering rotate to 90degrees anti-clockwise (1920x1080)
LCDs**	57"	1080 x 1920	9:16	10 Seconds	Quicktime MOV: Maximum File Size: 2GB. When delivering rotate to 90degrees anti-clockwise (1920x1080)
DEPs**	57"	1050 x 1680	10:16	10 Seconds	Quicktime MOV: Maximum File Size: 2GB. When delivering rotate to 90degrees anti-clockwise (1680x1050)
SuperValu Screens	50" - 60"	1080 x 1920	9:16	6 Seconds	Quicktime MOV, MP4, SWF When delivering rotate to 90degrees anti-clockwise (1920x1080)
Digitower	57"	1080x1920	9:16	10 Seconds	Quicktime MOV, MP4, AVI, DivX HD Embedded live media stream capable When delivering rotate to 90degrees anti-clockwise (1920x1080)
AerPods	70"	1080 x 1920	9:16	10 Seconds	Quicktime MOV, MP4, SWF, AVI, JPEG. When delivering rotate to 90degrees anti-clockwise (1920x1080)
C-Store Screens	2 screens x 19"	720 x 450	16:10	10 Seconds	AVI. Codec H.264 Max file size 10MB.
Transvision	3072 X 1536mm	1920 x 1080	9:16	10, 20 or 30 Seconds	MPG, WMV, MOV. MP4 Adverts can be either 10, 20 or 30 seconds long
Greenscreen		3840 x 1024	16:5	10 Seconds	Quicktime, MOV, MP4: Maximum File Size: 2GB.
Orbscreen	57"	1080 x 1920	9:16	10 Seconds	MP4 or MOV: File Size circa 30mb for 15 seconds.
Adshel Live	70"	1080 x 1920	9:16	10 Seconds	Quicktime MOV, MP4, SWF (10.2 or below). Encoding H264 Supply 2 copies — one rotated to 90degrees anti-clockwise (1920x1080) and the other at 1080x1920. Static images should be set to 150dpi.

* Unless otherwise stated all formats should be rendered using an uncompressed or animation codec. H264 encoding @ 25 Frames Per Second

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

Retail | Leisure

Display Dimensions

Safe Copy Area

	Height (mm)	Width (mm)	Height (mm)	Width (mm)	Recommended Material
Citybox	685	517	640	500	170 GSM Art (Matt/Gloss)
			Safe Copy - 18mm from top; 27mm from bottom		
StorePoint (Dunnes)	1,445	710	1,445	710	All Artwork must be at least 300dpi
POPAd Trolley	73	185	63	173	3mm bleed. 150 gsm+
POPAd Basket	287	200	277	190	3mm bleed
Retail Adtower	1,815	710	1,815	685	170g Paper
I-Sites (A1)	841	594	821	574	At least 200 gsm poster paper. Photographic paper & durotrans give the best quality.
A3 Panels	420	297	400	277	

Bus/Rail

Display Dimensions

Safe Copy Area

	Height (mm)	Width (mm)	Height (mm)	Width (mm)	Recommended Material
T-Side/Forward Stem	Download template here: PDF				
Capital T	Download template here: PDF				
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	Information available on request
Super Rears (Dublin Bus)	4,000	2,450	Approx size – Please confirm with PML Group contact		
Commutercards - Bus	257	740	228	713	720 Micron Box Board
Commutercards - Dart	261	740	230	713	080 Display Board
Bus A2s	594	420	570	400	170 GSM Art Paper
Wrapped Ticket Barriers	Information available on request				

Luas

Display Dimensions

Safe Copy Area

	Height (mm)	Width (mm)	Height (mm)	Width (mm)	Recommended Material
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 Straplans	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.
Window Strip	1,530	100	1,530	100	White S/A Removable Vinyl (Fascall 100)
Contravision	165	1,300	165	1,300	Contravision material for windows
Skyline	Information available on request				

NI Bus/Rail

Display Dimensions

Safe Copy Area

	Display Dimensions		Safe Copy Area		Recommended Material
	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 (Panels 1-3)	658	1781	Available on request		Fasson Fascal Superscreen 100 White Self-Adhesive Removable Vinyl - UV varnished
T-Side (Panel 4)	1801	1166	Available on request		Fasson Fascal Superscreen 100 White Self-Adhesive Removable Vinyl - UV varnished
T-Side (Panel 5)	658	765	Available on request		Fasson Fascal Superscreen 100 White Self-Adhesive Removable Vinyl - UV varnished + 12mm overlap on left
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

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:

Adshel Citylight, all other 6/Sheets and 4/Sheets:	30%
96/Sheet, 48/Sheet and Europanel:	20%
All Transport formats:	15%