

**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. It is also important to include a 2mm bleed on pdfs (unless otherwise stated in the recommended materials). If you're artwork is to feature any mention or shots of alcohol can you please let your client service representative know.

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 Scroller (Exterior)	3000	5800	2830	5620	
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
Metropolises*	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+. A High Res JPEG must also be supplied with the PDF.
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>				



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	Avery removeable or similar vinyl matt laminated. Posters printed on Ritrama will not be accepted.
Luas Portrait Panels	595	350	595	350	The Portrait Panels are to be printed on Avery removeable or similar vinyl matt laminated. Posters printed on Ritrama will not be accepted.

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 - Dublin	<a href="#">PLEASE CLICK HERE TO VIEW TEMPLATE</a>				
Mega Square - Cork	<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				

\* Printing is handled by Media Owner.

\*\* 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>				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

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
Naas Road (Pzazz Media)	<a href="#">PLEASE CLICK HERE TO VIEW TEMPLATE</a>				

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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%



**DIGITAL**

	Dynamic	Screen Size	Dimensions (pixels) (W x H)	Aspect Ratio	Spot Length	Max File Size	Rotation	Motion	Static	Static DPI
<b>DIGITAL PORTRAIT PANELS</b>			<b>1080 x 1920</b>	<b>9:16</b>	<b>10"</b>	<b>30 MB</b>		<b>MP4</b>	<b>JPEG</b>	<b>150</b>
dPods**	Yes	57"	1080 x 1920	9:16	10"	2 GB	-90°	MP4, MOV	JPEG	150
iVisions**	Yes	70"	1080 x 1920	9:16	10"	100 MB	-90°	MP4, MOV	JPEG, PNG, GIF	150
Digipanel / Digishelters	Yes	86"	1080 x 1920	9:16	10"	10 MB	-90°	<b>No Motion - Static Only</b>	JPEG, PNG, GIF	150
Adshel Live / Tesco Live	Yes	70"	1080 x 1920	9:16	10"	30 MB		MP4, MOV, SWF (<= 10.2)	JPEG	150
Cine D / Retail D / Gym D	Yes	55"	1080 x 1920	9:16	10"	100 MB		MP4, MOV, WMV, F4V	JPEG	150
SuperValu Screens		50-60"	1080 x 1920	9:16	10"	100 MB		MP4, MOV, SWF	JPEG	150
Applegreen Screens		55"	1080 x 1920	9:16	10"	100 MB		MP4	JPEG	150
Urban / Lifestyle Screens	No		1080 x 1920	9:16	10"	50 MB		MP4	JPEG	150
Aerpods	Yes	70"	1080 x 1920	9:16	10"	30 MB		MP4, MOV, SWF, AVI	JPEG	150
DigiTower / DigiX	Yes	57"	1080 x 1920	9:16	10"	100 MB		MP4, MOV, HTML5	JPEG, PNG	150
Orbscreens	Yes	57"	1080 x 1920	9:16	10"	30 MB		MP4	JPEG	150
LCDs		57"	1080 x 1920	9:16	10"	2 GB	-90°	MP4, MOV	JPEG	150
Cork Airport Aerpods / Departure Screens			1080 x 1920	9:16	10"	100 MB	-90°	MP4, MOV, SWF	JPEG	150
Connolly Gallery**	Yes	Same spec as dPod. Contact your PML Group Representative for more on syncing opportunities.								

Digipole	Yes	3520 x 2400mm	440 x 300		10"			<b>No Motion - Static Only</b>	JPEG	150
Greenscreen <b>(30FPS)</b>	Yes		3840x1200	3.2:1	10"	300 MB		MP4, MOV	JPEG	150
DX (Internal - Dundrum)	Yes	3840 x 7680mm	576 x 1152	1:2	10"	2 GB		MP4	JPEG	150
DX (External - Dundrum)	Yes	3200 x 1920mm	480 x 288	5:3	10"	2 GB		MP4	JPEG	150
DX (Internal - Pavilions Swords)	Yes	5760 x 2880mm	1440 x 720	2:1	10"	2 GB		MP4	JPEG	150
DX (Internal - ILac Centre)	Yes	5760mm x 4480mm	1440 x 1120	9:7	10"	2 GB		MP4	JPEG	150
DX (Internal - The Square)	Yes	6 x 3m	880 x462	16:9	10"	2 GB		MP4	JPEG	150

For information about rotating your Digital Portrait Panel -90°, [please click here to view example](#)

\* 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.



**DIGITAL**

	Dynamic	Screen Size	Dimensions (pixels) (W x H)	Aspect Ratio	Spot Length	Max File Size	Rotation	Motion	Static	Static DPI
Transvision - Connolly/Heuston	Yes	4608 x 2592mm	1152 x 648	16:9	10"	2 GB		MP4, MOV	JPEG	150
Transvision - Busaras	Yes	3456 x 1728mm	864 x 432	2:1	10"	2 GB		MP4, MOV	JPEG	150
Airlink		410 x 256mm	1280 x 720	16:9	10/20"	2 GB		MP4, MOV	JPEG	150
C-Store Screens		Twin 19"	720 x 450	16:10	10"	10 MB		AVI	JPEG	150
Window D	Yes		1080 x 1820		10"	100 MB		MP4, MOV, WMV, F4V	JPEG	150
Social D Portrait	Yes		1080 x 1820		10/20"	100 MB		MP4, MOV, WMV	JPEG	150
Social D Landscape	Yes		1920 x 980		10/20"	100 MB		MP4, MOV, WMV	JPEG	150
Swan Shopping Centre			576 x 288	2:1	10"	100 MB		<b>No Motion - Static Only</b>	JPEG	150
Pharmaseen			1280 x 720	16:9	20"	15 MB		MP4		
Shelfies	No	Contact your PML Group Representative for more information								
The Square Digital Ribbon	No	<a href="#">Click link to view Spec</a>								
SkyScreen	Yes	9 x 3 m	3456 x 1080	3.2:1	10"	100 MB		MP4, MOV, SWF	JPEG	150
Digital 48 Sheet		6 x 3 m	1920 x 920	2:1	10"			<b>No Motion - Static Only</b>	JPEG	72
Cork Airport - Large Video Wall in Arrival		4.8 x 2.2m	1920 x 864		10"	100MB		MP4, MOV, SWF	JPEG	150
Digital Golden Square	Yes	<a href="#">Click link to view spec</a>								
Showtime Media - Digital Sign Display			1920 x 1080	16:9				MP4, AVI, MPG, MPEG, ASF, WMV, SWF, RM, VOB	JPEG, BMP, GIF, ICO, PCX, DAT	150

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