



Footfall advertising

ONE STEP AHEAD

Artwork Specifications

Please send to : sales@footfalladvertising.co.uk

- 1) 4-sheet posters
- 2) Floor Graphic posters
- 3) A0 Wall posters
- 4) 32 sheet Billboard
- 5) Lamp post signs
- 6) QUAD
- 7) Smaller format
- 8) Derby Bus Station
- 9) Guildhall Stafford Banners
- 10) Roller Banners
- 11) Derby Live
- 12) Derby University
- 13) Cinema Screens
- 14) Design service

1) 4 Sheet Wall Posters

- Artwork files should be supplied as CMYK, Press Quality/high resolution PDF
- Display size : **1016 x 1524mm (Portrait)**
- Please allow an additional 3mm bleed
- Images and Logo's should be **150 dpi** resolution
- Open Doc formats accepted – please include all linked graphics
- Format check and print is included

2) Floor Graphic Posters

- Artwork files should be supplied as PDF
- Display size : 1220 x 1220mm
- Please allow an additional 3mm bleed
- Images and Logos should be at least **300 dpi** resolution
- Open Doc formats accepted – please include all linked graphics
- Format check and print is included

3) A0 Wall Posters

- Artwork files should be supplied as CMYK, Press Quality/high resolution PDF
- Display size (A0) : **1189 x 841 mm**
- Please allow an additional 3mm bleed
- Images and Logo's should be **150 dpi** resolution
- Open Doc formats accepted – please include all linked graphics
- Format check and print is included



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4) 32 Sheet Billboards

- Artwork files should be CMYK (any solid black should be made out of 100% Black with 40% Cyan); Press Quality / **high resolution PDF**
- Display size: **4064 x 3048mm**
- When possible, artwork should be supplied with all fonts outlined to minimise font conflicts.
- Incorporate bleed at 5mm full size.

5) Lamp post artwork

- 600mm(w) x 1500mm(h)
- They need either an .EPS or .AI vector file with all fonts converted to curves

6) QUAD

QUAD Brochure

- ½ Page Advert: Landscape - 105x148mm

QUAD Cinema Screens

- Display size: 1920 x 1080mm
- Images and Logos should be 1920 x 1080 px and 300 dpi resolution
- Images should be in JPEG format - No bleed marks

QUAD Plasma Screens

- Display size: 1920 x 1080 pixels
- Images and Logos should be 1920 x 1080 px at 300 dpi resolution
- Images should be in JPEG format - No bleed marks

QUAD Summer Nights Film Festival Slides

- 1920 x 1080 pixels (landscape) we'd need the file as a jpeg

7) Smaller format printing

- Artwork files should be supplied as CMYK, Press Quality/high resolution PDF
- **300 dpi** for A3, A4, A5, A6 and brochure adverts



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8) Derby Bus Station

- 1 Graphic Floor Design - 1145x 1145mm (50mm bleed)
- Waiting area posters - 1189 x 841 mm
- Bay Door Vinyl / Bay vinyl - 2570 x 1260mm

Derby Bus Station: Bay Banners

- Banner size should be **2440mm x 1219mm** (8 foot x 4 foot). Holes are inserted 40mm around the edge of the banner so please allow for this when designing the artwork.

Derby Bus Station: Door Banners

- Banner size should be **2440mm x 910mm** (8 ft x 3 ft).

9) Guildhall Shopping Centre- Stafford :

- Market Square Entrance Banners
- Banner size should be **4940mm x 840mm**

10) Roller Banners

- The visible panel is 800mm width, and is 2,000mm high. Artwork size should be **800mm x 2,100mm high** (treating the bottom 100mm as bleed). The print ready PDF must be at least 300dpi.

11) DerbyLIVE

Derby Live E-shot banner

- The e-shot banner is: 16cm x 5.5cm high
- J-peg format

DerbyLIVE Website banner

- The website banner is: 14cm x 3.5cm high
- J-peg format

DerbyLIVE What's On Guide

- Half page advert: Height: 117mm Width: 148mm
- Please allow a 3mm bleed

12) Derby University Digital Screens

- In terms of external advertising we offer our landscape digital screens which are full 1080p HD so dimensions are 1280 (w) x 720 (h) px and we will need the graphics in JPG format please.



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13) Cinema Screens (Showcase)

- If you are creating your own ad please supply as one of the following:
- TIFF sequence (1998x1080 pixels at 24 frames per second) + stereo WAV (48khz 16bit) Quicktime file using Prores codec at 1998x1080 pixels 24 frames per second-30".
- overall dimesions: 1998x1080 pixels
- picture safe area: 1798x980 pixels
- text safe area: 1598x860 pixels

14) Design Service

- For our first class creative design service please email to us your logos, images and the required text copy along with a brief outline of your design requirements.
- We will design your advert and email you a proof for approval prior to printing. Thanks,

Footfall Advertising Ltd

01332 492192

07904 709617

sales@footfalladvertising.co.uk

info@footfalladvertising.co.uk



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