



SHOREDITCH STACK SPECIFICATION

Digital Screens

Jpg Size **520px (w) x 780px (h)**

Screen artwork to be supplied at the above stated pixel dimensions.

- **Colour Space - RGB**
- **File Format - JPG**
- **Static Artwork Only**

Banners and Hoarding

All Banner and hoarding artwork to be supplied as a **High Resolution print ready PDF. Minimum 300 DPI**

All images should be set to **no lower than 300dpi**.
Files should be created at 10% of the final size.

If using Indesign, **export to PDF using the Press Quality setting with cropmarks set at 100mm offset**.

See graphic representation on pages 2 & 3

Artwork Deadlines

Digital Screens - 5 Working Days

Copy must be delivered 5 working days prior to the campaign start date.

Banners and Dibond Hoarding - 10 Working Days

Copy must be delivered 10 working days prior to the campaign start date.

File Delivery

Please check final artwork has exported at the correct dimensions.

Files Should be labelled:

Campaign Name - Screens - Start Date

Campaign Name - Banners (1,2,3,4) - Start Date

Campaign Name - Hoarding (a, ,b, ,c, d, e, f, g) - Start Date

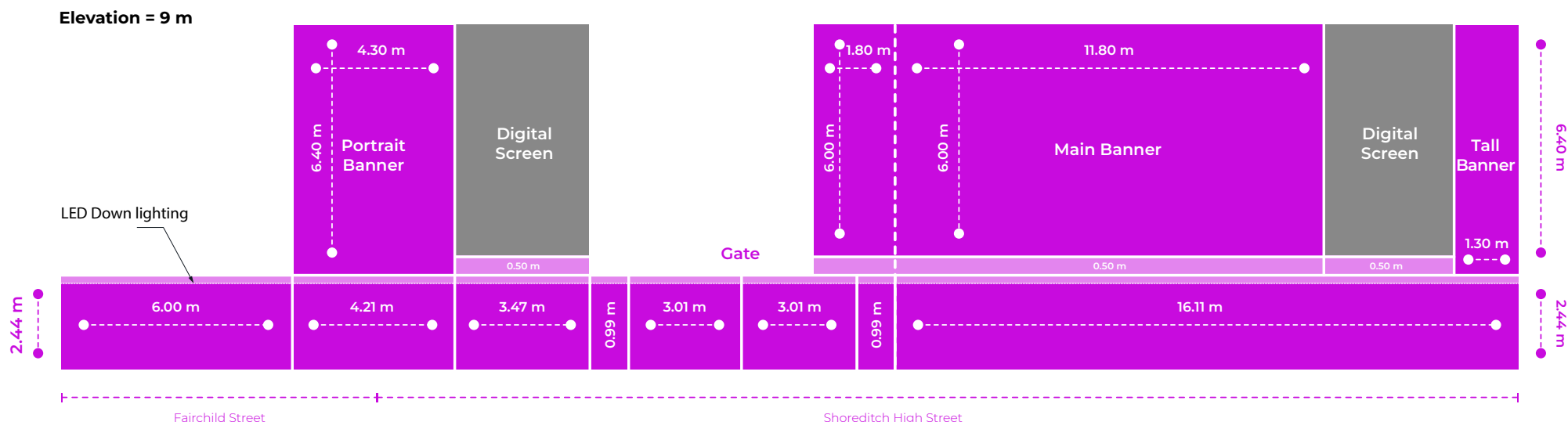
Please send final artwork to:

artwork@londonlites.co.uk

Files larger than 10mb should be sent via Wetransfer.



SHOREDITCH STACK SPECIFICATION - DETAILS



Please Note:

All artwork to be supplied as a High Res PDF to visual size plus 10 mm bleed with crop marks.

1/10th scale, minimum 300dpi The majority of applications used today will output a print ready PDF file.

To make sure that your file is of the highest quality, all images should be set no lower than 300dpi resolution. Your file should also be created at 10% of the final size (If you prefer other formats such as 25 or 50% please make us aware of this with your order). If using InDesign, export to PDF using the Press Quality setting with Bleed & Crop Marks set at 10mm offset.

Special Build Caveat:

Please discuss special build requirements with your rep. They will advise on time-lines and liaise with the installation team.

Large scale special builds are liable to increase the lead in time on activation planning.

Please take this into consideration when planning your campaign activation.

Creative Check List:

Digital Screen x2 - 520px x 780px

1. Portrait Banner 4.30 m x 6.40 m
2. Tall Banner 1 - 1.80 m x 6.00 m
3. Main Banner 11.80 m x 6.00 m
4. Tall Banner 2 - 1.30 m x 6.40 m

- a. Dibond Board 6.00 m x 2.44 m
- b. Dibond Board 4.21 m x 2.44 m
- c. Dibond Board 3.47 m x 2.44 m
- d. Dibond Board 0.99 m x 2.44 m
- e. Dibond Board x2 3.01 m x 2.44 m
- f. Dibond Board 0.99 m x 2.44 m
- g. Dibond Board 16.11 m x 2.44 m

 Creative Area

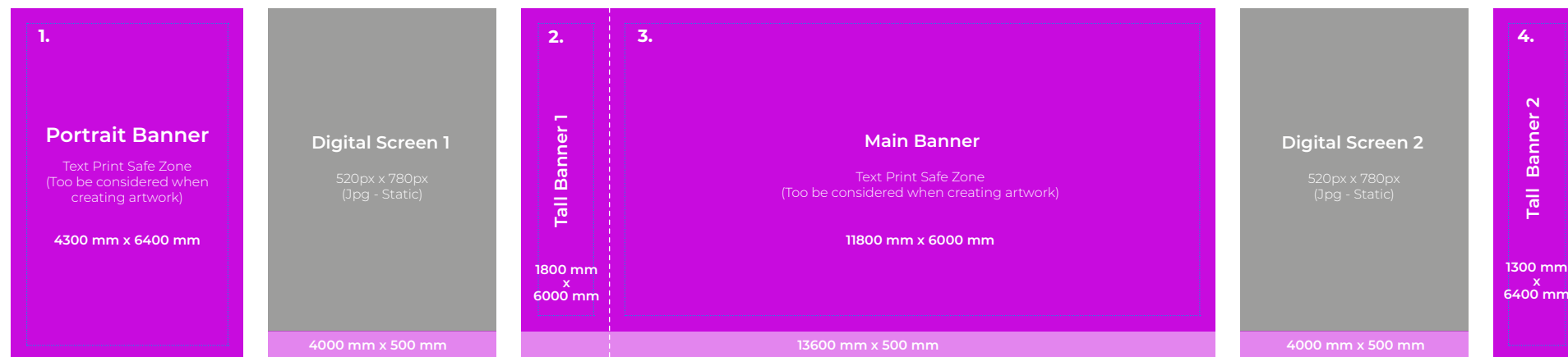
 Spacer
(Black - Unless otherwise requested)



SHOREDITCH STACK

SPECIFICATION - DETAILS

Above Hoarding Level



Dibond Hoarding 2.44 m



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