promogroup

Artwork Specifications for Promodigital Bikes:

All artwork specifications and where to send the artwork for printing can also be found on our website www.promogroup.co.uk under 'Artwork Specifications' and ' Promodigital bikes' on the navigation bar on the left hand side of the home page.

Clients or agencies usually supply their own still or video images (subject to format and quality) or Promogroup can help you create new content using our associate production company with vast experiences in this field.

Multimedia Formats:

Video:

Video Playback Formats:	MPEG-2, MPEG-4, DivX 3.11, DivX 4.0, DivX 5.0 & Xvid, AVI, Nero Digital, H.264 & WMV.
	PAL/NTSC Scalable to 720p and 1080i. Widescreen Aspect ratio

Audio:

Supported Audio Formats:	MP3, WAV, AC-3, WMA 9, WMA 9 Pro, AAC-LC & Ogg Vorbis.

Still Images:

Supported Still Images Formats:	JPEG, PNG or BMP pictures.

Playlists:

The formats can be used to create a playlist of different visual messages following a set or random play order. These can easily be modified and updated.

The artwork can be sent either by email, memory stick or on DVD disc to our head office.

➢ The artwork must be ready and available to PROMOGROUP LTD 7 days prior to the start date.

Promogroup Ltd,
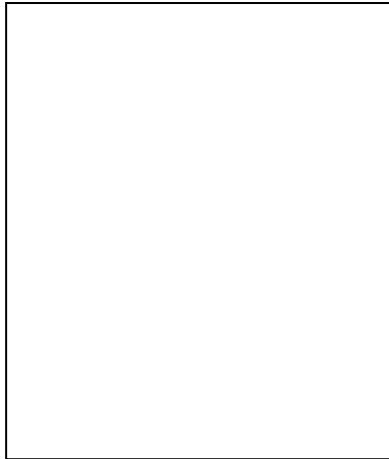Unit 8 River Reach,
Gartons Way,
London
SW11 3SX

Email: artwork@promogroup.co.uk
Tel: 0207 978 6399

Promodigital Bikes Static Artwork Specifications:

Side A: Non-Screen side.
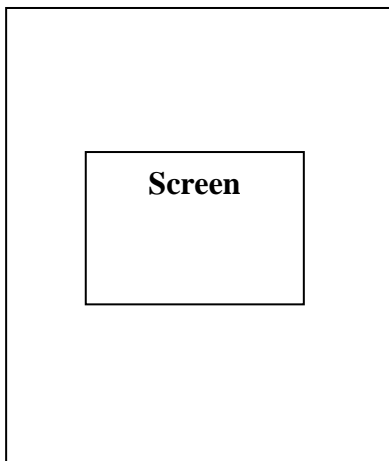
Standard 6-sheet Poster 1800mm x 1200mm Portrait.

Side B: Screen side.

Standard 6-sheet Poster 1800mm x 1200mm Portrait.
Screen cut area 570mm x 1020mm Landscape

Screen

Top of screen to top of poster – 530mm
Bottom of screen to bottom of poster – 700mm
Screen side to poster side – 85mm each side.
DO NOT INCLUDE RECTANGLE FRAME IN ARTWORK WHERE THE
SCREEN. SCREEN AREA SHOULD BE IN LINE WITH ITS SURROUNDINGS

*promo*group

Promobikes 6-sheet poster:

Each Promobike takes two 6-sheet posters (one on each side of the advertising frame). This is the same size as a bus stop advertising poster (1800 x 1200mm) Portrait. You need not work to finished size, as we will scale your artwork up before printing. We do recommend you produce artwork to scale and in proportion to the final size i.e between the ratios of 1:10 & 1:20.

For example, artwork produced at 1:10 (10%) = 180mm x 120mm Portrait.

HARDWARE

We predominantly use Apple Macintosh hardware and software in our prepress department, however we also have Microsoft Windows PC's to ensure compatibility with as many file types as possible.

SOFTWARE

We support the all the latest professional graphics software including:

For more specific instructions on the requirements for each software, please see appendix 1 at the end of this document:

ADOBE CREATIVE SUITE
ILLUSTRATOR
INDESIGN
PHOTOSHOP
ACROBAT PDF
QUARKXPRESS
COREL DRAW

promogroup

HOW TO SEND YOUR FILES TO US

FTP:

We have a file delivery system built into our website. It is a simple to use solution to upload files direct to our ftp server.

Promogroup has a folder that you can upload to. (*All the details are at the end of this document).* Alternatively you can contact us, and we will create a drop folder for you to deliver files straight into the prepress studio. We can also download from your own web links DVD, CD-Rom, USB Pocket Drives, USB Firewire External Hard Drives.

Email:

If you have a file of 15mb or less please email it to our office. (see contacts below).

Post:

You can post a DVD, CD-Rom, USB pocket drive, USB firewire or external hard drive to our printers or our office. (see contacts below).

PLEASE CAN ALL ARTWORK HAVE THE NAME OF 'THE CLIENT' and 'PROMOGROUP' AS THE REFERENCE IN ORDER TO MAKE IDENTIFICATION EASIER.

CONTACT DETAILS:

Any issues regarding artwork or transfer please contact

Bela Papp

Tel: 0207 978 6399
Fax: 0207 978 6394

Emails:

artwork@promogroup.co.uk

promogroup

Post:

If you are sending artwork in the post please send to:

Promogroup Ltd,
Unit 8, River Reach,
Gartons Way,
London,
SW11 3SX.

FTP:

FTP Server account details for Promogroup Folder:
We have created an ftp folder for yourselves, so you can transfer files direct to us over the internet.

Contacts are Scott Reid and Clark Brown – please ensure that both are copied.

Scott Reid   -   scott@tayprint.co.uk   -   01382 6190139

Clark Brown   -   clark@tayprint.co.uk   -   01382 6190139

FTP DETAILS

ftp address: ftp://filetransfer.tayprint..com
Username: promogroup
Password: promogroup2007