

MMMG

ADVERT WALKER Artwork Specification



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King's Cross direct to Stansted Airport from £3.50 one-way.



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ADVERT WALKER

ARTWORK SPECIFICATION

Large Poster - Back Panel

Height 1,442 mm x width 577 mm

Small Poster - Front Panel

Height 640 mm x width 577 mm

Please bear in mind that once the Adboard is worn, the Advert Walker's head obstructs the bottom part of the front poster. It is therefore best to avoid using important messaging in an area of approximately 220 mm from bottom of panel. This makes safe area 420 mm height by 577 mm width.

Please provide artwork as a high resolution PDF and email it to artwork@mmediagroup.co.uk at least 7 working days prior to campaign start.

MIMIG

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