

GENERAL REQUIREMENTS

1. All artwork must be delivered in electronic format (on CD or with Email).
2. All artwork must be delivered 5 working days prior to the campaigns' starting date.
3. All artwork must be prepared in Illustrator, Photoshop, or Corel Draw software. Photoshop imports must be saved as .tif or .pdf, and the image colors must be on CMYK.
4. Minimum resolution for all artwork must be 300 dpi and scaled minimum on 1:5 according to actual size (actual sizes per media exhibited below).

Note: Please include a physical copy for color matching.

MEDIA DIMENSIONS & CRITICAL AREAS

1. Pisa 4x3m

- Advertising Space Dimensions: 3.82m (W) x 2.72m (H)
- Critical Area: 3.62m (W) x 2.52m (H)

2. Scrolling Pisa 3.40x2.40m

- Advertising Space Dimensions: 3.16m (W) x 2.15m (H)
- Critical Area: 3m (W) x 2m (H)

3. Super Pisa

Type 9x3m

- Advertising Space Dimensions: 9m (W) x 3m (H)
- Critical Area: 8.80m (W) x 2.80m (H)

Type 6x4m

- Advertising Space Dimensions: 6m (W) x 4m (H)
- Critical Area: 5.80m (W) x 3.80m (H)

Type 10x4m

- Advertising Space Dimensions: 9.80m (W) x 3.65m (H)
- Critical Area: 9.50m (W) x 3.30m (H)

4. Tri - Vision

Type 4x3m

- Advertising Space Dimensions: 4m (W) x 3m (H)
- Critical Area: 3.80m (W) x 2.80m (H)

Type 5x1.50m

- Advertising Space Dimensions: 5m (W) x 1.50m (H)
- Critical Area: 4.80m (W) x 1.30m (H)

Type 6x3m

- Advertising Space Dimensions: 6m (W) x 3m (H)
- Critical Area: 5.80m (W) x 2.80m (H)

Type 8x4m

- Advertising Space Dimensions: 8m (W) x 4m (H)
- Critical Area: 7.80m (W) x 3.80m (H)

Type 10x4m

- Advertising Space Dimensions: 10m (W) x 4m (H)
- Critical Area: 9.80m (W) x 3.80m (H)

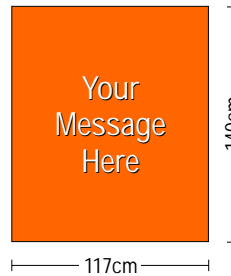
5. LED Display

- Spot Dimensions: 1024x768pixels
- Format: WMV, AVI, MPEG

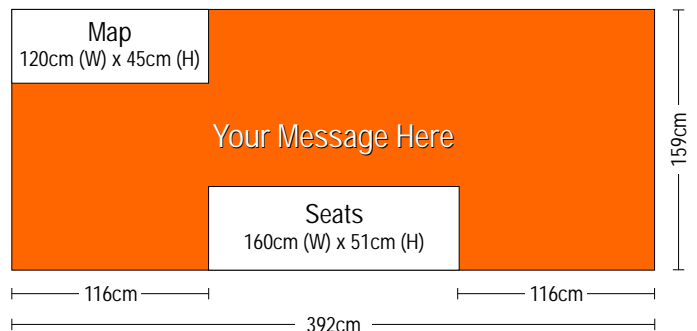
6. Bus Stop Shelters

CORAL BAY Bus Stop Shelters

Vertical-to-Road Side

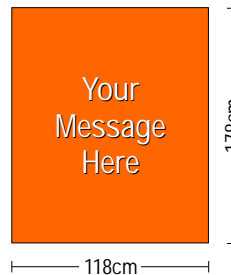


Parallel-to-Road Side

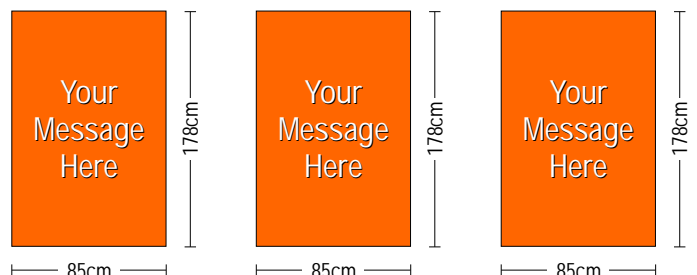


YEROSKIPOU Bus Stop Shelters

Vertical-to-Road Side



Parallel-to-Road Side



7. Sports

- Advertising Space Dimensions: 3m (W) x 1m (H)
- Critical Area: 2.90m (W) x 1m (H)