

Roadside

	Display Dimensions		Safe Copy Area		Recommended Material
	Height (mm)	Width (mm)	Height (mm)	Width (mm)	
48 Sheet*	3,048	6,096	2,748	5,796	115 GSM Opaque/Blueback
All 6 Sheets	1,800	1,200	1,700	1,100	170 GSM (back printed)
Europanel	3,000	3,960	2,700	3,660	115 GSM Opaque/Blueback
Metropole**	2,320	3,150	2,110	2,940	150 GSM Matt Coated Paper
96 Sheet*	3,048	12,192	2,748	11,892	115 GSM Opaque/Blueback
144 Sheet*	3,048	18,288	2,748	17,988	115 GSM Opaque/Blueback
240 Sheet*	3,048	30,480	2,748	30,180	115 GSM Opaque/Blueback
288 Sheet*	3,048	36,576	2,748	36,276	115 GSM Opaque/Blueback
Golden Squares*	6,096	6,096	5,796	5,796	115 GSM Opaque/Blueback
Phone Kiosk - Front Door (Top Panel)	1038	643	1038	643	
Phone Kiosk - Front Door (Bottom Panel)	678	643	678	643	
Phone Kiosk - Side Panel (Top)	1060	700	1060	700	
Phone Kiosk - Side Panel (bottom)	700	700	700	700	
4 Sheet	1,524	1,016	1,480	970	170 GSM Opaque/Blueback unless for illuminated sites
12 Sheet	1,524	3,048	1,480	2,830	115 GSM Opaque/Blueback

*Standard Format Dimensions - Individual sites may differ. Please consult your PML Group representative.

**Metropolises are sold Print inclusive. Please send artwork to McGowans Print.

Bus/Rail

	Display Dimensions		Safe Copy Area		Recommended Material
	Height (mm)	Width (mm)	Height (mm)	Width (mm)	
T-Side/Forward Stem (4 Sections) plus Drop Section	658 1,801	6,108 1,166	606 1,749	6,056 1,114	Self Adhesive Removable Ritrama VM100
Superside	658	6,108	610	6,060	Self Adhesive Removable Ritrama VM100
Lower Rear	414	1,806	364	1,756	Self Adhesive Removable Ritrama VM100
City Impacts	1,390	2,890	1,390	2,890	Information available on request
Super Rears (Dublin Bus)	4,000	2,450	Approx size – Please confirm with PML Group contact		
Commutercards - Bus	257	740	228	713	720 Micron Box Board
Commutercards - Dart	261	740	230	713	080 Display Board
Bus A2s	594	420	570	400	170 GSM Art Paper
Wrapped Ticket Barriers	Information available on request				

Luas

	Display Dimensions		Safe Copy Area		Recommended Material
	Height (mm)	Width (mm)	Height (mm)	Width (mm)	
Luas Column Top	1,230	1,165	1,030	965	170 GSM Art (Matt/Gloss)
Luas Column Bottom	1,840	1,165	1,640	965	170 GSM Art (Matt/Gloss)
Luas Straplins	140	1,454	140	1,454	White S/A Removable Vinyl (Fascall 100)
Luas Portrait Panels	595	350	595	350	White S/A Removable Vinyl (Fascall 100) matt laminate print side
Window Strip	1,530	100	1,530	100	White S/A Removable Vinyl (Fascall 100)
Contravision	165	1,300	165	1,300	Contravision material for windows
Skyline	Information available on request				

Retail | Leisure

	Display Dimensions		Safe Copy Area		Recommended Material
	Height (mm)	Width (mm)	Height (mm)	Width (mm)	
Citybox	685	517	640	500	170 GSM Art (Matt/Gloss)
	Safe Copy - 18mm from top; 27mm from bottom				
StorePoint (Dunnes)	1,445	710	1,445	710	All Artwork must be at least 300dpi
StorePoint (Tesco Large)	1,385	766	1,285	766	Incorporates a 100mm boarder at bottom for Tesco branding. Mid Section of 60mm can feature main colour.
StorePoint (Tesco Small)	1,385	570	1,285	570	Incorporates a 100mm boarder at bottom for Tesco branding. No mid section.
POPAd Trolley	73	185	67	173	150 gsm+
POPAd Basket (x2)	115	180	115	180	Mid section of 30mm linking the 2 fold areas where the main colour also needs to be ran through. 5mm bleed also required.
Retail Adtower	1,820	710	1,820	685	135g Paper
I-Sites (A1)	841	594	821	574	At least 200 gsm poster paper. Photographic paper & durotrans give the best quality.
A3 Panels	420	297	400	277	

NI Bus/Rail

	Display Dimensions		Safe Copy Area		Recommended Material
	Height (mm)	Width (mm)	Height (mm)	Width (mm)	
Solus Rear	460	1325	410	1290	Fasson Fascal 400 White Self-Adhesive Removable Vinyl -UV varnished
T-Side (Panels 1-3)	658	1781	Available on request		Fasson Fascal Superscreen 100 White Self-Adhesive Removable Vinyl - UV varnished
T-Side (Panel 4)	1801	1166	Available on request		Fasson Fascal Superscreen 100 White Self-Adhesive Removable Vinyl - UV varnished
T-Side (Panel 5)	658	765	Available on request		Fasson Fascal Superscreen 100 White Self-Adhesive Removable Vinyl - UV varnished + 12mm overlap on left
Superside	658	6108	606	6056	Fasson Fascal 400 White Self-Adhesive Removable Vinyl - UV varnished + 12mm overlap on right of panels 1-3
Streetliner	610	3048	560	2998	Fasson Fascal 400 White Self-Adhesive Removable Vinyl - UV varnished + 12mm overlap
Super 12	1390	2890	1190	2690	Available on request
Bus A2s	594	420	570	396	Fasson Fascal 80 Micron Self-Adhesive Removable Vinyl
Commuter Card	280	610	234	564	Fasson Fascal 80 Micron Self-Adhesive Removable Vinyl
XL Commuter Card	280	1218	250	1188	440 micron matt white opaque PVC

Poster Production Critical Path Time Scale

Film/Cromalin:	2 Days
Printing:	4 Days
Contractor preparation:	5 Days
Posting:	3 Days max.
Total:	14 Working Days

Booked campaign quantity plus additional stock per 14 day cycle as follows:

Adshel Citylight, all other 6/Sheets and 4/Sheets:	30%
96/Sheet, 48/Sheet and Europanel:	20%
All Transport formats:	15%