

DIGITAL MEDIA SPECIFICATIONS

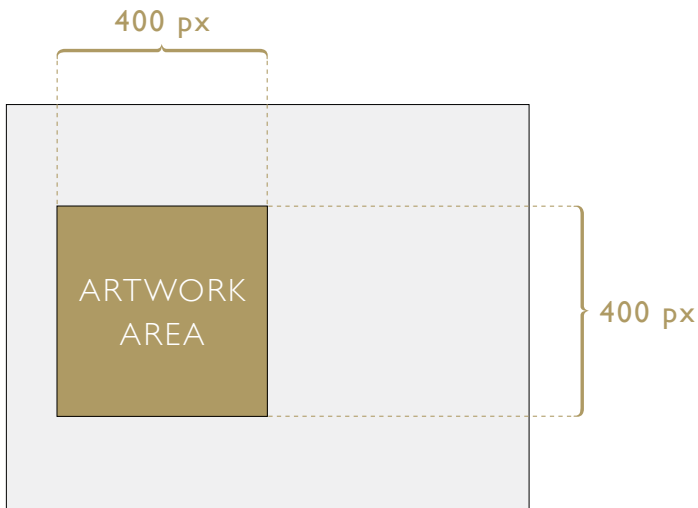
FOOD HALLS

DIGITAL: TILL SCREENS

SIZE: 400 (W) x 400 (H) pixels

LOCATION: Food Halls

FLOOR: Ground



ADVERTISER'S AREA:

400 (W) x 400 (H) pixels

IMAGE OPTIONS (RGB):

1. Photoshop PSD or TIFF
2. Illustrator (.ai)
3. JPEG

DETAILS:

The image supplied will be inserted into our design template, as visualized above. It will be shown across 47 tills throughout the Food Halls.

PLEASE DO NOT ADD WEBSITES, TELEPHONE NUMBERS OR STORE ADDRESSES TO YOUR ARTWORK.

ADVERTISING CHECKLIST

- Check the artwork is to the correct size (as per our specifications)
- Please DO NOT add Harrods branding or department locations as this will be added by our in-house designers.
- Please DO NOT include web addresses, telephone numbers or store addresses.
- All artwork must be supplied 5 weeks prior to installation.
Failure to do so may result in late installation and a shorter period of exposure.
- All artwork is to be supplied via the Harrods FTP file transfer site.

FTP ADDRESS:

<http://www.harrods-media.com/client>

All files must be compressed as a ZIP file or similar.