

IN-STORE MEDIA SPECIFICATIONS

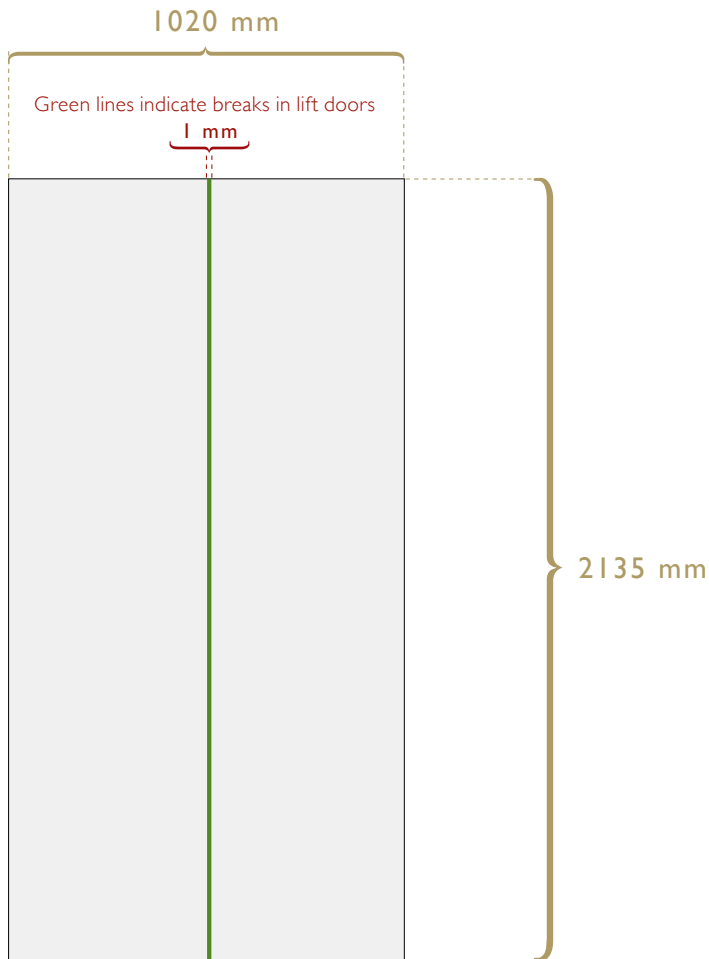
THE FINE JEWELLERY PACKAGE

WRAP: LEFT LIFT

SIZE: 1020 (W) × 2135 (H) mm

FLOOR: Ground

LOCATION: The Fine Jewellery Room



ADVERTISER'S AREA:

Document size 1020 (W) × 2135 (H) mm

IMAGES:

1. 150 DPI (minimum) at 100%
2. CMYK

LOGOS:

Illustrator (.ai)

LAYOUT OPTIONS:

InDesign CC or lower (packaged) including ALL fonts and links.

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

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ARTWORK DEADLINES:

To guarantee files are live on the booked start date, please ensure artwork is supplied 5 weeks prior to installation.

MISSING THIS DEADLINE WILL RESULT IN THE FOLLOWING:

1. The media will be installed later than the proposed date.
2. The media will stay up for the full duration providing that space is available and may be subject to additional costs.
3. The media will stay up for only part of the booked duration.

WRAP: RIGHT LIFT

SIZE: 1070 (W) × 2120 (H) mm

FLOOR: Ground

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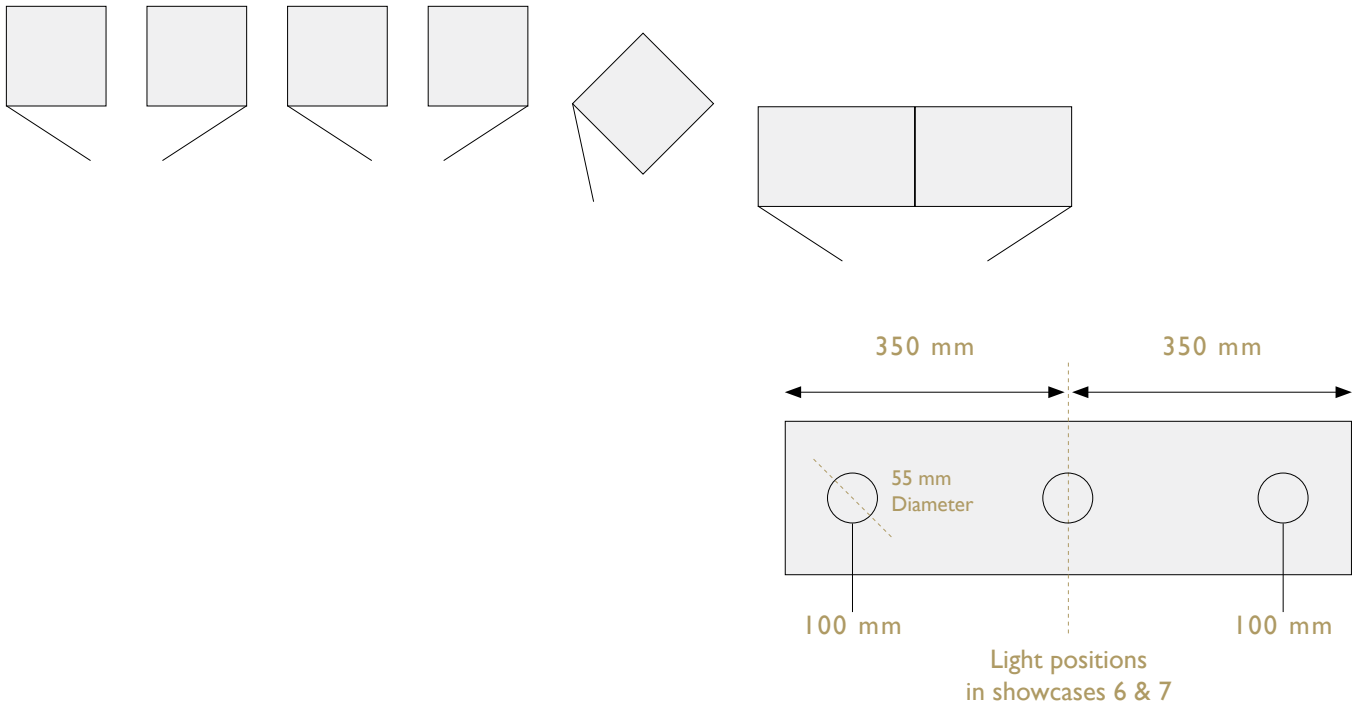
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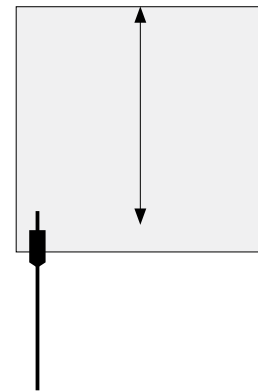
WRAP: DISPLAY CASES

LOCATION: The Fine Jewellery Room

FLOOR: Ground



Showcase Number	Internal Width	Depth to back of lock	Depth to back of hinged door	Max Height	Height to light
1	720 mm	545 mm	535 mm	2485 mm	2355 mm
2	720 mm	545 mm	535 mm	2485 mm	2355 mm
3	720 mm	545 mm	535 mm	2485 mm	2355 mm
4	720 mm	545 mm	535 mm	2485 mm	2355 mm
5	700 mm	165 mm	145 mm	2485 mm	2355 mm
6	700 mm	220 mm	200 mm	800 mm	795 mm
7	700 mm	220 mm	200 mm	800 mm	795 mm



Door opening reduces the usable depth of all showcases.

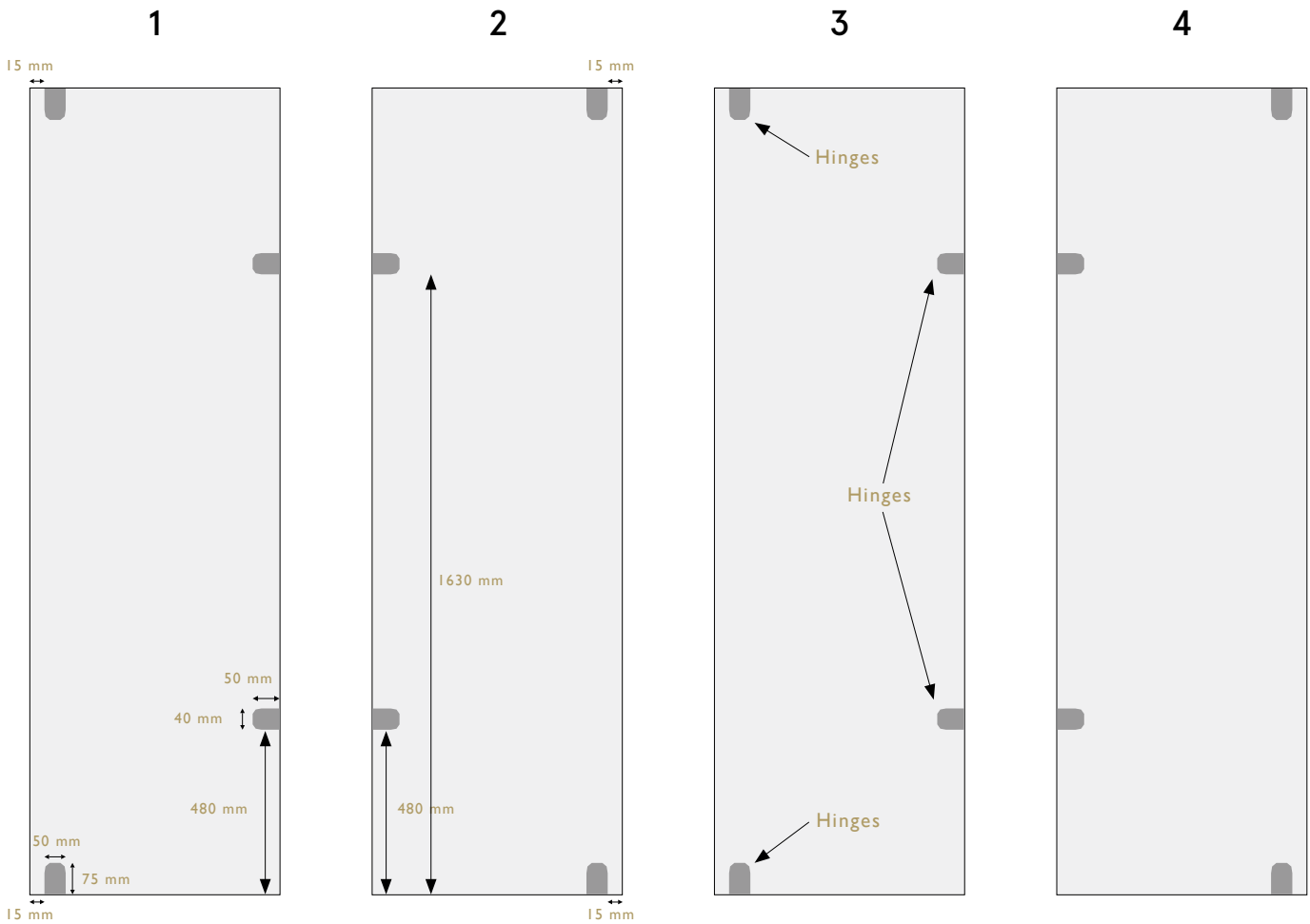
See table to the left.

Production and installation NOT included

WRAP: DISPLAY CASES

LOCATION: The Fine Jewellery Room

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Please note that the brand is responsible for providing products to be displayed in the cases. Harrods will not be able to provide own-bought stock for display(s).

Installation, production and removal of the display cabinets are NOT included in the package rate.

WRAP: DISPLAY CASES

LOCATION: The Fine Jewellery Room

FLOOR: Ground



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Production and installation NOT included

ADVERTISING CHECKLIST

- Check the artwork is to the correct size (as per our specifications)
- Ensure all images are at 150 dpi at full size (100%).
- Documents must be provided with all fonts and placed artwork. Fonts used in Adobe Illustrator EPS files must be provided or converted to outlines.
- 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.
- Please DO NOT add trim/cut marks to pdf artwork.
- 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.

MAILING ADDRESS:

Meera Peirson/Cassandra Ashford
Harrods Media, 7th Floor
68 Hammersmith Road
London
W14 8YW

