

## IN-STORE MEDIA SPECIFICATIONS

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# POSTERS

## SWIMWEAR

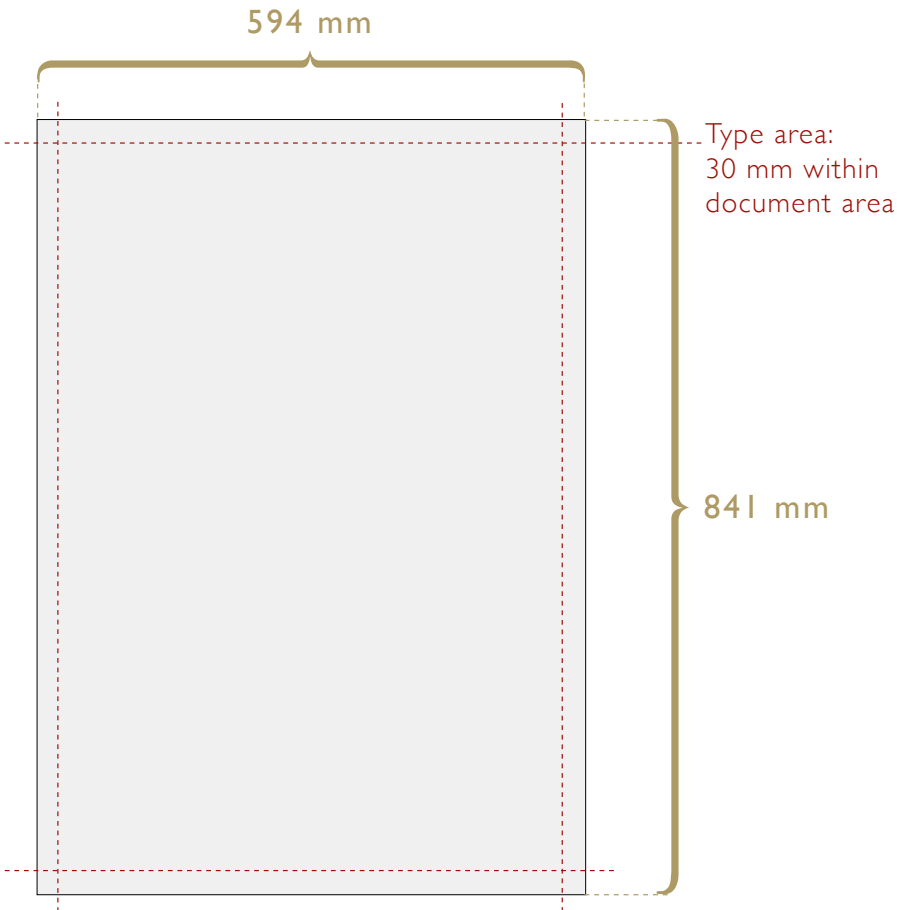
# POSTERS: SWIMWEAR

SIZE: 594 (W) x 841 (H) mm

AMOUNT: 4

FLOOR: First

LOCATION: Till Site (x3) and  
Fitting Room (x1)



## ADVERTISER'S AREA:

Document size 594 (W) x 841 (H) mm  
Type area: 30 mm within document area

## 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.

# ADVERTISING CHECKLIST

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- 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

The Harrods logo is written in a classic, elegant cursive script.