

## IN-STORE MEDIA SPECIFICATIONS

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# DIGITAL

ENTRANCE 10 - FIFTH FLOOR

# DIGITAL: MEDIA WALL

SIZE: 3840 (W) x 2160 (H) pixels

LOCATION: Entrance 10

FLOOR: Fifth



\*HARRODS BRANDING. **PLEASE DO NOT ADD THIS.**  
Please leave a type free area of 300 (H) pixels at the bottom of your artwork for our department address.

## ADVERTISER'S AREA:

Document size 3840 (W) x 2160 (H) pixels  
\*Video wall consists of 9 x 46" LCD screens.

## IMAGE OPTIONS (RGB):

1. Photoshop PSD or TIFF (layered)
2. Illustrator (.ai)
3. JPEG – please note that it may not be possible to animate artwork supplied in this format

## VIDEO FORMAT:

Quicktime (H.264 or MOV)

## VIDEO REQUIREMENTS:

15 seconds in length. 30 frames per second.

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)
- 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.

## MAILING ADDRESS:

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