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## ADVERT WALKERS

Artwork Specification



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# ARTWORK & DELIVERY SPECIFICATION

## **Large Poster – Back Panel**

Height 1,442 mm x Width 577 mm

## **Small Poster – Front Panel**

Height 640 mm x Width 577 mm

Please bear in mind that once the board is worn, the Advert Walkers' head obstructs the bottom part of the front poster. It is therefore best to avoid using important messaging in an area of approximately 220 mm from the bottom of the panel, making the safe area 420 mm height by 577 mm width.

Ensure that all artwork is provided in CMYK, in a high resolution 300dpi PDF with no bleed required. All submitted artwork must be under a 2 GB file limit. To avoid a large file, we advise working at 25% scale.

For maximum legibility, please avoid light pastel-based colour backgrounds, small text sizes, and thin font styles. For increased impact, consider using QR codes, and AR functionality.

Production assistance services are available upon request through your sales contact.

Please deliver artwork to [artwork@mmediagroup.co.uk](mailto:artwork@mmediagroup.co.uk) at least 7 working days before your campaign start date. Being unsuccessful in delivering correct artwork by this date may result in a delayed or cancelled campaign.





# MIMIG

Thank You

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