

Ad Formats and Technical Specification



Ad Format and Technical Specification Contact

Motamedia are the first and only UK company to offer a fully integrated service for advertising on the move.

From campaign planning through to artwork production, print and application of the advertisements to our fleet of vehicles, Motamedia provides a complete service.

Our experienced sales team is available to discuss campaign strategy with an eye to objectives, cost efficient targeting, geographic bias and details of availability and lead-in times.

Motamedia

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Technical Specification

Vector files are preferred

Whenever possible vector files should be sent. Bitmap images have resolution requirements for scalability whereas a vector image can be made as large as necessary.

How to send Bitmaps/Photos

When sending Bitmaps 300dpi should be considered a minimum as image quality degrades when increasing scale. A general rule is that for every 100% increase in size resolution is cut in half (a 500 X 500 image at 300dpi will become 150dpi when size is increased to 1000 X 1000). Properly scaled images with sufficient resolution will be between 100 and 300 MEGS for proper resolution at press. Please bear in mind the artwork should not drop below 100dpi at FULL SIZE in order to produce a good quality print.

Size your image proportionate to the final production size

For vector images the scale doesn't matter, only the proportions. However, when sending a bitmap file, 20% of the final production size at 300dpi is the recommended minimum size and scale.

Specify all PMS colours

The Pantone Matching System provides a reference colour to target as all PMS colors are not 100% reproducible utilizing CMYK production. All colour specifications will be matched to the closest 4 colour process. Orders received without colour specifications will be produced using the CMYK values contained in the digital file.

Images copied from the web generally will not work

Graphics requirements for web images are far more forgiving than with digital production. Web pages generally contain low-resolution (72dpi) bitmap images that cannot be scaled efficiently. Original image files are required.

When sending PC & MAC files include your fonts

Be sure when sending fonts from your PC & MAC that you include both the screen and printer versions. ALWAYS CONVERT TEXT TO CURVES, this eliminates all font issues such as defaulting or drop-outs.

Acceptable applications

We have both MAC and PC capabilities though PC is the preferred format. The following applications and file formats should be used when sending digital art.

Applications

- Photoshop (preferred when using bitmap imagery)
- Illustrator (preferred when using vector imagery)

Formats

- Illustrator (.ai)
- Encapsulated Postscript (.eps)
- TIFF (.tiff)
- JPEG (.jpg)
- PDF (.pdf) Please make sure fonts are embedded

Media

- CD-ROM
- DVD
- Original Art (scans are limited to 11" X 14")

Compression Utilities

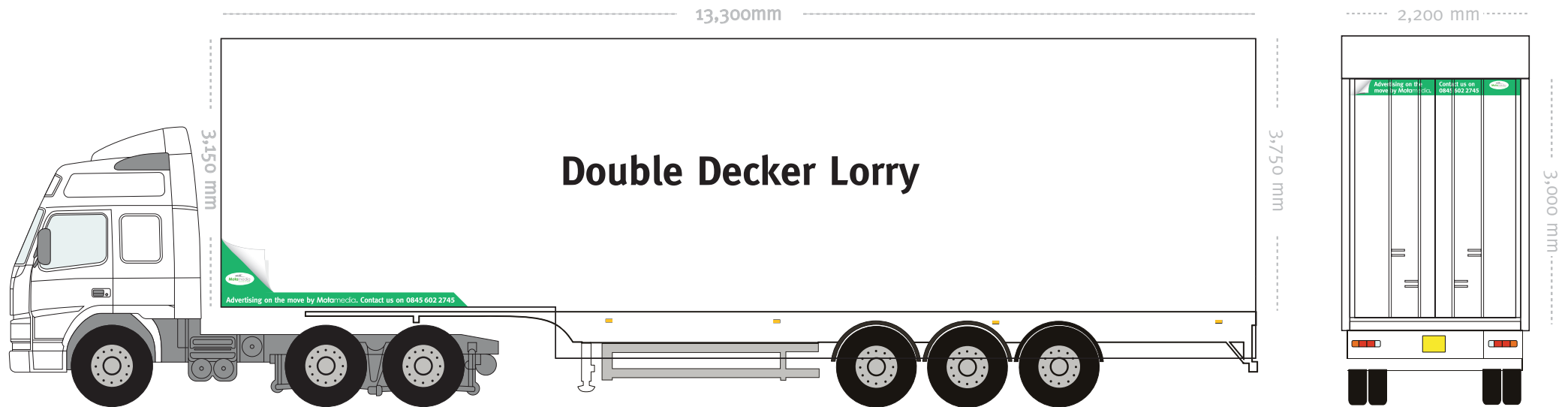
- Stuffit – MAC
- Winzip – PC

Always include all support files. When placing logos, images or linking files to a layout, always include those individual files in their native format (e.g. Photoshop.psd) or in an approved format (see above).

E-mailed art

E-mail will be accepted. Vector files and small picture files can be e-mailed. Larger files, (above 10 MEGS), need to be sent in on disk. Any art which is e-mailed needs to be accompanied by a PDF layout, to confirm that the file was received correctly. An approved Compression Utility, (see above), could be used to reduce file size and reduce the risk of file corruption.

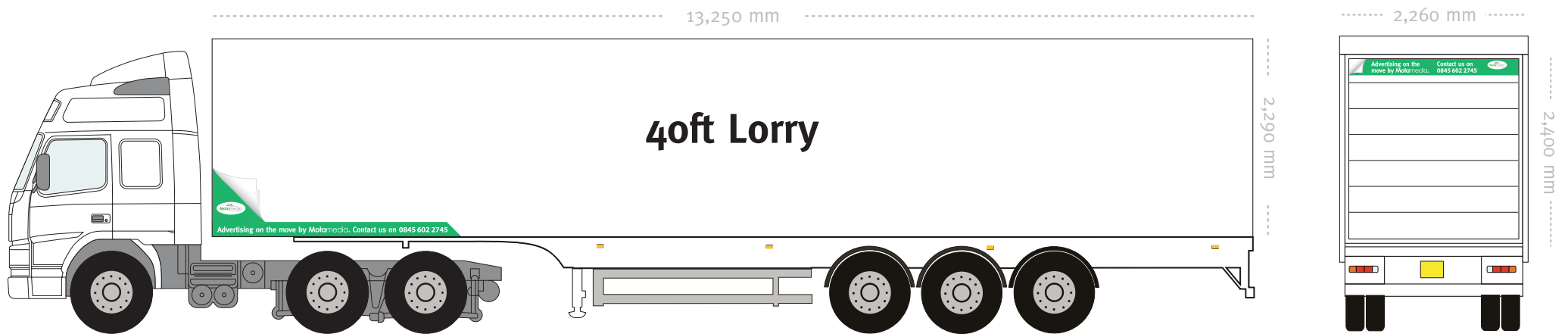
The Motamedia Fleet



These measurements should only be used as a guide

Double Decker Lorry Ad Size = Double Jumbo with Double Jumbo Rear

The Motamedia Fleet

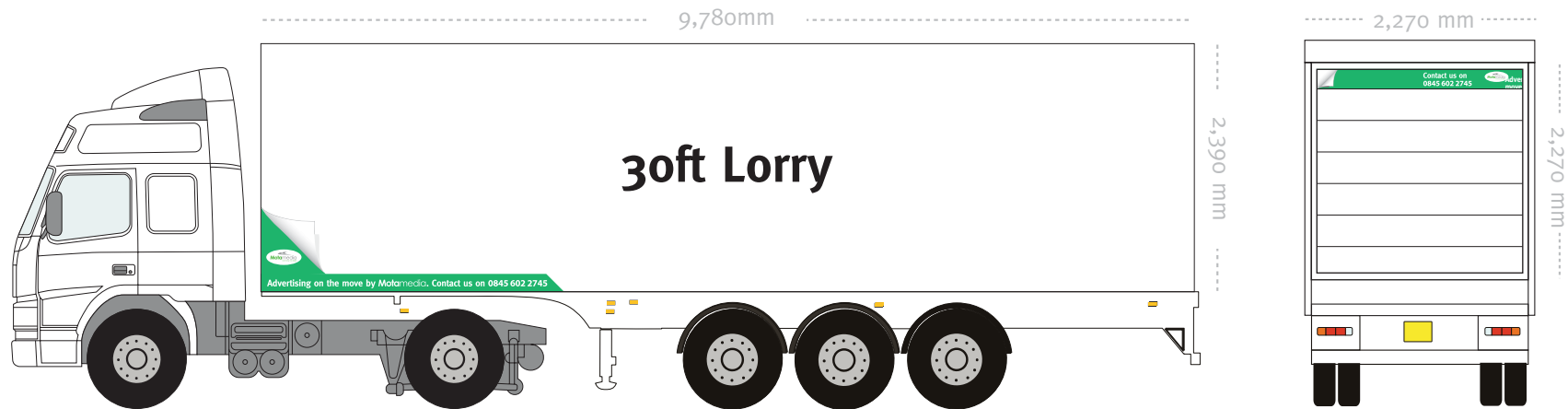


These measurements should only be used as a guide

40ft Lorry Ad Size = Jumbo with Jumbo Rear



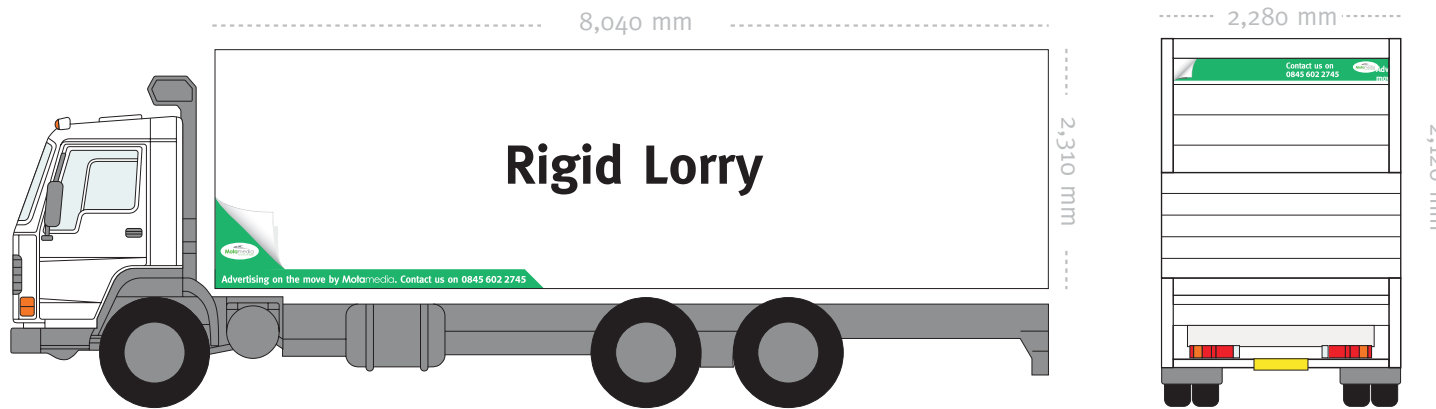
The Motamedia Fleet



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30ft Lorry Ad Size = Megaside with Mega Rear

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Rigid Lorry Ad Size = Super with Super Rear