

# RATE CARD 2010

Out-of-Home Media  
Specialists



Effective from  
January 2010

Single Shelter  
Per Location Per Month

Double Shelter  
Per Location Per Month

Gross Media Display Rate **AED 22,000**

**AED 25,000**

## Production Rate:

### Single Shelter Location

1 Mega Panel + 1 FSU ( 2 faces) **AED 3,500**

### Double Shelter Location

2 Mega Panel + 1 FSU ( 2 faces) **AED 6,000**

Single Shelter Contravision **AED 1,000**

Double Shelter Contravision **AED 2,000**



For advertising enquiries contact:

**sales@rightangle.ae**

**Tel: +971 4 4240120 Fax: +971 4 4240121/22**

# BUS SHELTER MEDIA

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## PRODUCTION GUIDE

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### ARTWORK SPECIFICATION

You need not work at finished size, as we can scale your artwork up before printing. However we recommend you that produce artwork to scale in proportion to the final size (Top Panel H:1200 mm x W:6000 mm & FSU H:1760 mm x W:1160 mm).

### SOFTWARE & FILE FORMAT

We run the Adobe Illustrator and Adobe Photoshop applications on APPLE MAC pre-press systems. We don't work on PC formats. The file should be prepared in Adobe Illustrator (ai / EPS file format) and should include all illustrations and graphic files/links needed to produce the advertisement (TIFF, JPEG, EPS etc). Include all fonts. Please convert fonts to paths / outlines.

The resolution of the placed files should be 600 DPI (or higher) with the page layout set to 1/10th the size of the original. Please ensure the layout sizes are in correct proportion and the artwork/images /links are supplied in CMYK Format.

### PROOF & COLOUR MATCHING

Always supply a colour proof with your artwork, preferably a high quality 3M matchprint, KODAK. We need these for accurate print colour matching and also to help us eliminate incorrect output should there be any errors within the artwork file. Colour or Black & White laser prints can be accepted for layout purposes only.

If a colour match is not supplied, we can not be held responsible for any colour inaccuracies. If a colour match is not supplied, we will colour match to our monitor screen and as per the CD supplied to us.

All our digital printing machines print in CMYK colour only. Always specify colours in CMYK process.

The artwork should be submitted on 2 sets of CDs (in case of initial file corruption)

The visual sequencing should be provided and should be signed and stamped with the concerned Party (Agency or Client). Complete design is subject to RTA / Municipality approval.

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***We would however strongly recommend the client/agency to confirm 1st location installation on site before going ahead with all the posting.***

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### PRODUCTION & POSTING TIMELINES

Contingent on receiving the artwork as per the standards mentioned above, Complete artwork is to be provided at least 15 days prior to the start date of the campaign in order to complete municipality approvals, production and installation on schedule. Right Angle Media is not responsible for any delays caused due to late submission. Artwork received within 15 days will not be guaranteed display on incharge date which is scheduled every saturday of the week.

### PROOF OF POSTING

Digitally clicked snaps will be e-mailed to you within 5 working days of the incharge date while the hard copy docket will be sent across to you within 15 days of the incharge date.

### DELIVERY OF ARTWORK

Right Angle Media  
D-65, International Media Production Zone (IMPZ)  
Emirates Road, Dubai - UAE.  
Tel: +9714 4240120, Fax: Tel: +9714 4240121

If you have any questions concerning the production of artwork for outdoor advertising, please contact the Account Manager / Executive servicing you.

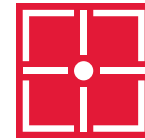
### IMPORTANT NOTES INSTRUCTIONS FROM DUBAI MUNICIPALITY ADVERTISING APPROVAL DEPARTMENT

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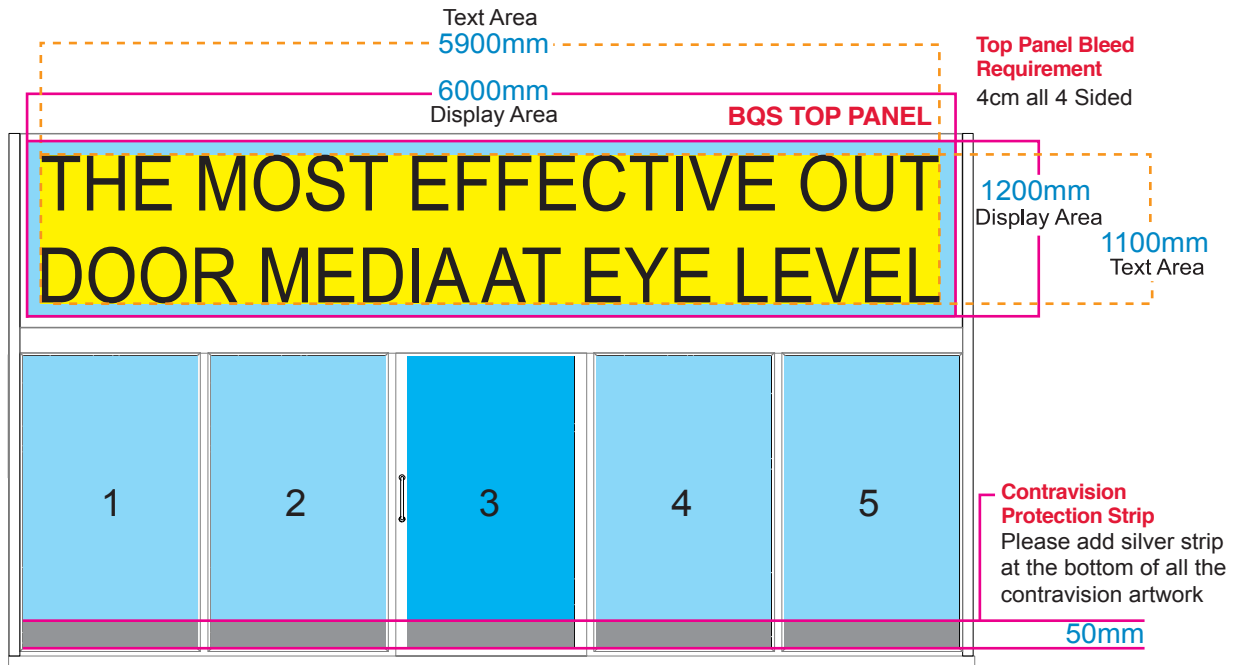
- The space assigned for the Arabic language shall not be less than 50% of the total space of the advertisement
- The Arabic language shall be written on the right hand side of the advertisement.
- The Arabic language shall be written above the foreign language of the advertisement.
- The advertisement must not have any Religion symbols or signs inconsistent to the rules of Islamic Shariaa Law.
- The advertisement must not have any sentences or symbols contain any non-moral meanings.
- The advertisement must have a decorous images.

# BUS SHELTER MEDIA

## DISPLAY DIMENSIONS

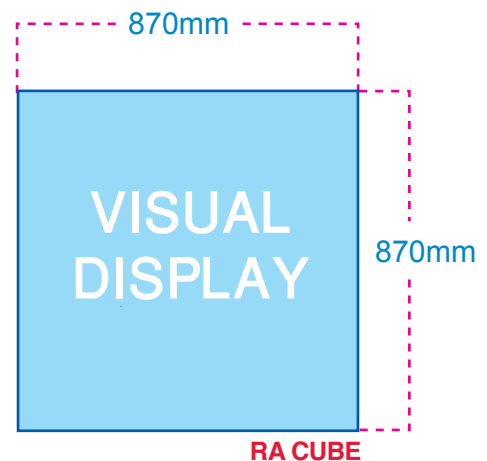
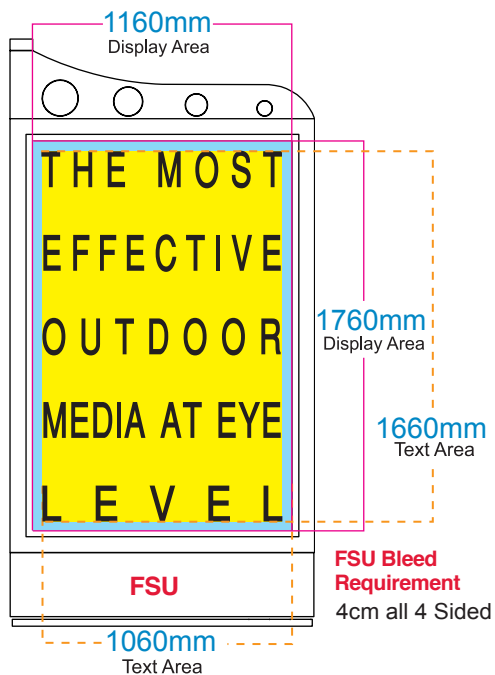


**RIGHT ANGLE**  
OUT OF HOME

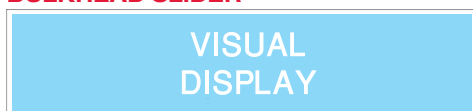


Glass Panel - **1,2,4,5** Display Area = H200cm X W115cm Text Area = H196cm X W111cm  
Glass Panel - **3** Display Area = H197cm X W113cm Text Area = H193cm X W109cm

**Glass Door Bleed Requirement (One way vision)**  
2cm all 4 Sided

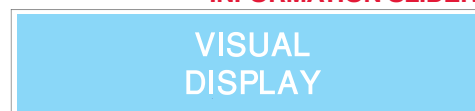


### BULKHEAD SLIDER



Slider - **1,5** H:15 cm x W:106cm  
Slider - **2,3,4** H:15 cm x W:106cm

### INFORMATION SLIDER



Slider - **1,5** H:102 cm x W:26cm  
Slider - **2,3,4** H:102 cm x W:26cm