

Out-of-Home to leading brands



**Gross Media Rental**

Per Single Location

AED 14,500 for 2 weeks

Per Double Location

AED 16,500 for 2 weeks

**Rental includes first time production and installation of Top Panel + 2 faces of Mupi**

Full Contravision on Glass Panels

AED 1500 per shelter

Production change rates

AED 5000 per single shelter

AED 7000 per double shelter



**RIGHT ANGLE**  
OUT OF HOME

**Rate Card 2013 - BUS SHELTERS**

For advertising enquiries contact:  
sales@rightangle.ae  
For Agencies: Alain - 050 7244938  
For Clients: Viren - 050 2288189

## Artwork Specification

You can **create the artwork** at **1:5** or **1:10**. We can scale your artwork up before printing. However we recommend you that produce artwork to scale in **proportion to the final size**. Please view next page for media display sizes.

## Software & File Format

We run the Adobe Illustrator and Adobe Photoshop applications on Windows and MAC systems. The file should be prepared in Adobe Illustrator **CS3** or lower versions (**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 (**ttf** format) for both windows and MAC platform. **Recommended to 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 & Color 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**.

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.

## 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. 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  
Office No 235, 2nd Floor, DMC Building No.7,  
Dubai Media City. PO Box 500 458, Dubai, UAE.  
Tel: +9714 4574388, Fax: Tel: +9714 4574389

Please contact the Account Manager/Executive servicing you for concerning the production of artwork.

## Standard To Be Followed In The Advertising Article

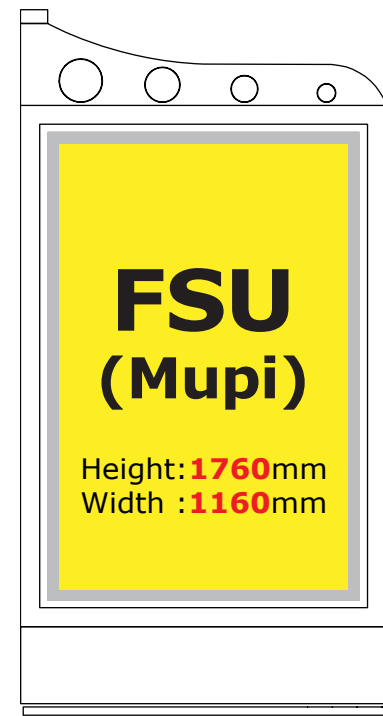
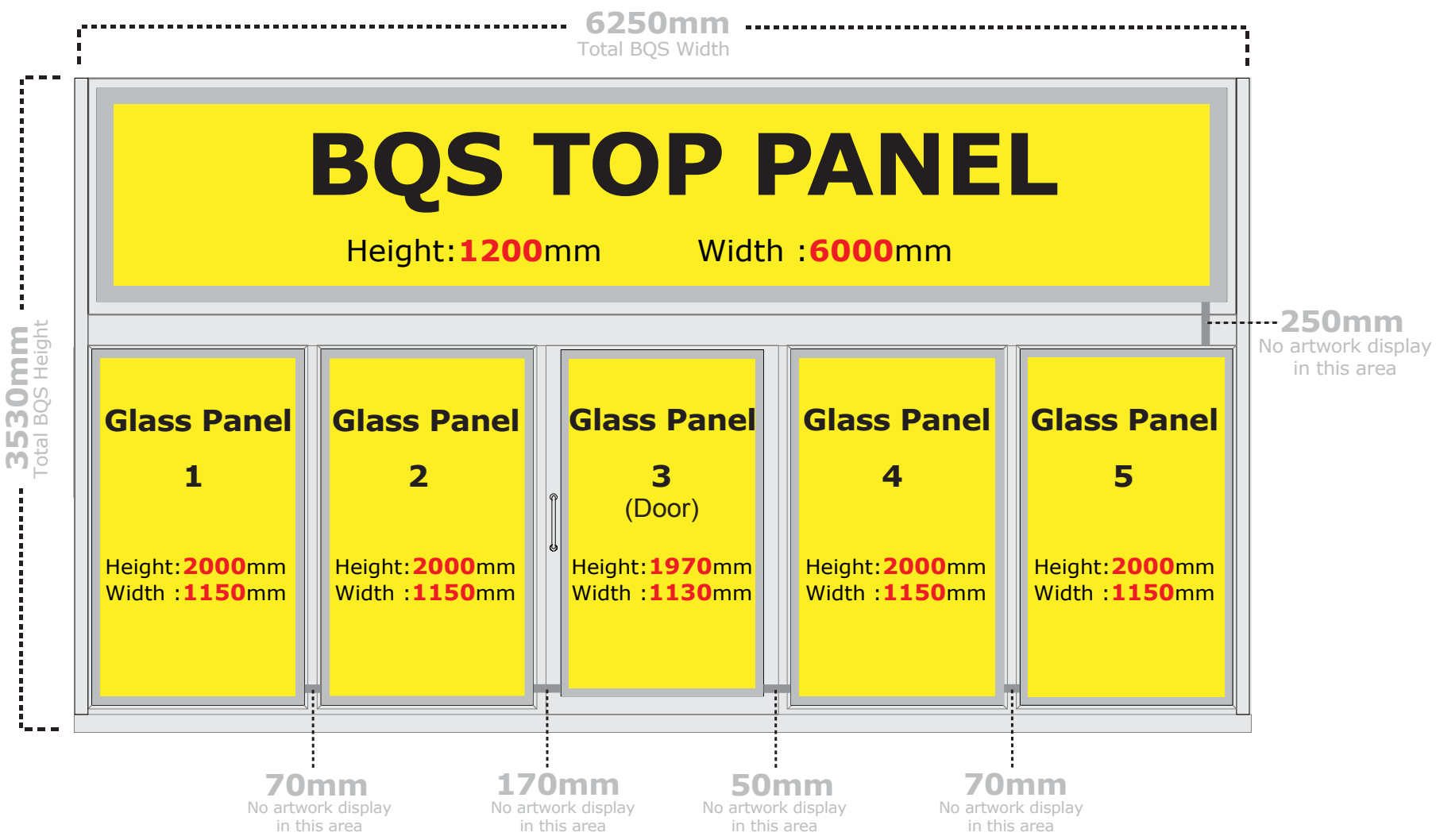
- The space assigned for **Arabic** language shall not be less than **50%** of the advertisement.
- The **Arabic Language** shall be written on the **right hand side** of the advertisement.
- The **Arabic language** shall be written **above the foreign language** of the advertisement.
- The Arabic language must not have any Religious symbols or signs inconsistent to the rules of **Islamic Sharia Law**.
- The advertisement must not have any sentence or symbol containing any **non-moral meaning**.
- The advertisement must have decorous images.
- All **numerals** in the artwork (English & Arabic) should be in **English** only.
- **No** excessive display of **human skin** – particularly females.



RIGHT ANGLE  
OUT OF HOME

PRODUCTION GUIDE - BUS SHELTERS

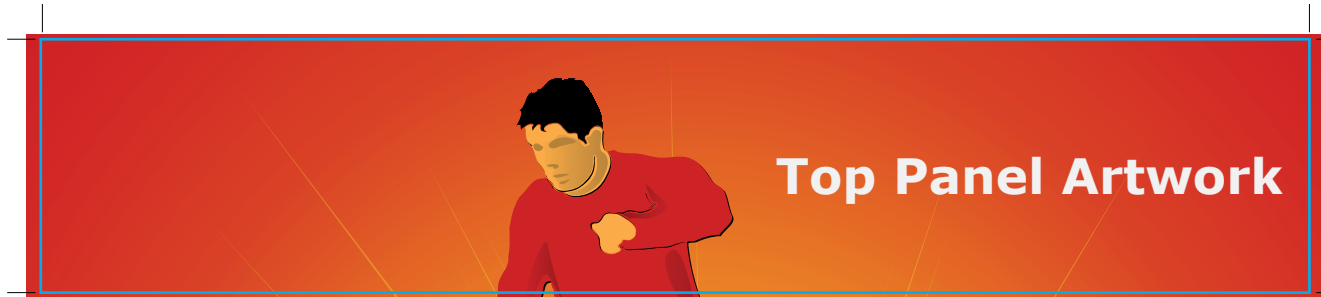
For creative enquiries contact:  
zeeshan@rightangle.ae  
Zeeshan - 050 6616098



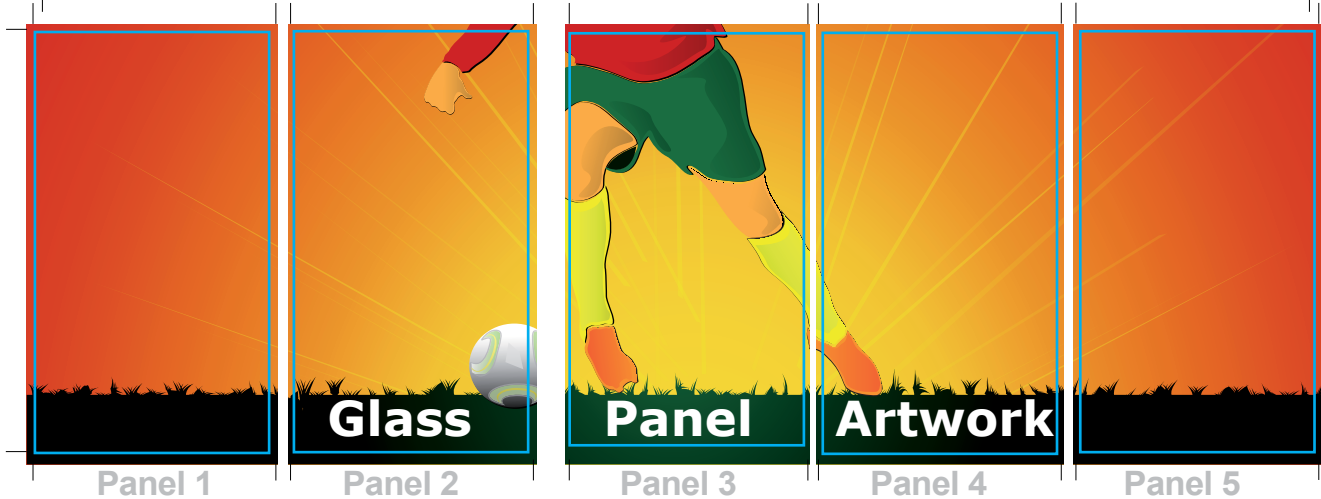
..... Display Sizes .....

Display Area	Height	Width	Bleed Required	Media Type
<b>Top Panel:</b>	<b>1200mm</b>	<b>6000mm</b>	<b>40mm all 4 sides</b>	<b>Backlit Flex</b>
<b>FSU (Mupi):</b>	<b>1760mm</b>	<b>1160mm</b>	<b>40mm all 4 sides</b>	<b>Backlit Mupi Poster</b>
<b>Glass Panel (1,2,4,5):</b>	<b>2000mm</b>	<b>1150mm</b>	<b>20mm all 4 sides</b>	<b>One Way Vision (Contravision)</b>
<b>Glass Panel (3):</b>	<b>1970mm</b>	<b>1130mm</b>	<b>20mm all 4 sides</b>	<b>One Way Vision (Contravision)</b>

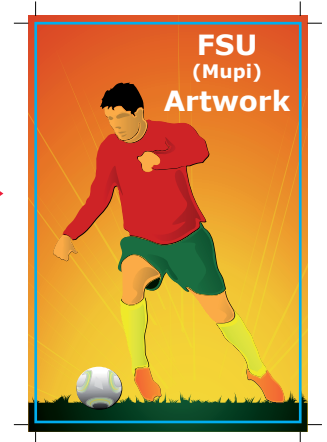
THE ARTWORK IS PROPORTION TO 1:5



Bleed Required  
40mm All 4 Sides



Bleed Required  
40mm All 4 Sides



Crop Marks  
Required

Bleed Required  
20mm All 4 Sides  
of all glass panels



ARTWORK SAMPLE - BUS SHELTERS

RIGHT ANGLE  
OUT OF HOME

For creative enquiries contact:  
zeeshan@rightangle.ae  
Zeeshan - 050 6616098