

## THE TROLLEY

The trolley frame is positioned at the end of the trolley & features two rectangular posters on it.

One poster faces inwards towards the shopper pushing the trolley and the other faces outwards towards the store and other shoppers in the aisles.

Each trolley poster will contain a MediaTrak™ bar code on the poster, size: 4mm high X 24mm wide (bar code inserted by our printers).

## THE POSTER

**Trim size:** 103(h)x240mm(w) (landscape) + 3mm bleed both dimensions  
**Resolution:** 300 DPI ss  
**Colours:** Four colour process

Trim Size & Visual Aperture = 240mm

Trim Size & Visual Aperture = 103mm



## Artwork Requirements

- **Artwork must be supplied three weeks prior to the in-charge date.**
- Artwork needs to be sent as a PDF
- Add a 3mm bleed to both dimensions
- All **Sainsbury's** artwork should include this on the bottom left the submitted artwork: *"Subject to availability. Selected stores only. Excludes Centrals and Locals."*
- All **Tesco** artwork should include the code details below in the bottom left corner:  
 Subject to availability,  
 see shelf edge for details.  
 Dun-xx-xx-xx-x  
 Remove xx-xx-xx

## Instructions for Sending Artwork Files to Redbus

There are three options:

1. Email the file to [artwork@redbusmedia.com](mailto:artwork@redbusmedia.com); Contact: Redbus Operations **020 3773 6484**
2. Provide Redbus with login details for your FTP server so we can download the file from there; or
3. Request login details for the Redbus FTP server so you can upload the file to there.