

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:	226x240mm (landscape) + 3mm bleed both dimensions
Resolution:	300 DPI ss
Colours:	Four colour process

Trim Size & Visual Aperture = 240mm

Trim Size & Visual Aperture = 226mm



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
- The tile must always appear on the RH side edge, preferably top right. The next preference is bottom right, or as a last resort (creative dependent) along the RH edge.
- You can only show 'new' or price, but not both
- The white strip and 'Available at selected stores' must appear along the bottom whenever new or price messaging is shown. If the product is exclusive to Tesco, this logo can be used in the lock-up
- All 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

For price and "new" messaging campaigns, download Tesco trolley panel guidelines and assets, [please click here](#).

Instructions for Sending Artwork Files to Redbus

1. Email the file to artwork@redbusmedia.com; Contact: Redbus Operations on **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.