



McGAVREN GUILD MALLS

Your mall marketing specialist

Advertising Creative / Production Specifications



Mall Backlit Directory Units

Standard size: 68.5"H x 47.5"W

- Display/Trim Size: 68.5"H x 47.5"W
- Viewable Area: 66.5"H x 45.5"W
- Safety Area: 65.5"H x 44.5"W
- Bleed Not Needed
- Scale Size: 1/4" Scale
- Mechanical Set Up: 17.125"H x 11.875"W
- View Area Scale: 16.625"H x 11.375"W
- Safety Area Scale: 16.375"H x 11.125"W
- Mechanical Set Up DPI at 1/4: 600
- Final DPI: 150

Alternative size: 50"H x 40"W

- Display/Trim Size: 50"H x 40"W
- Viewable Area: 48"H x 38"W
- Safety Area: 47"H x 37"W
- Bleed Not Needed
- Scale Size: 1/4" Scale
- Mechanical Set Up: 12.5"H x 10"W
- View Area Scale: 12"H x 9.5"W
- Safety Area Scale: 11.75"H x 9.25"W
- Mechanical Set Up DPI at 1/4: 600
- Final DPI: 150

Applications/Resolution:

- Photoshop (600 dpi, layers) Illustrator (create outlines, link all files), and InDesign (creative outlines, link all files). High-Res JPEGs and PDFs are also accepted.

Formats/Color/Bleed:

Please send files in the following formats: eps, tiff, psd (layered), jpg artwork must be supplied in CMYK unless quoted for PMS call out. Do not use RGB, spot colors or separations.

Tip: If designing artwork with black background, use the following call out: C-75% M-68% Y-68% K-89%. If black (text or image) is overlapping any other colors, black should be set up as: C-30% M-30% Y-30% K-100% to avoid overprint problems. This delivers a richer black. Keep all graphic elements within viewable area of the light box to avoid cropping of the elements; all panels are cut exactly to the mall trim size.

Backlit Production:

McGavren Guild Malls is ready to handle your production. We print mall displays on premium solvent photo satin film with a hard guard gloss.

Quantities: Pricing includes 3 day ground shipping*

1 - 20	\$150 ea.
21 - 50	\$140 ea.
Over 50	\$100 ea.

*If expedited shipping is required, an additional fee of \$75 per order will be applied.

ALL CREATIVE IS DUE 10-BUSINESS DAYS PRIOR TO POST DATE TO ENSURE ON-TIME POSTING.

Acceptable Materials:

When not using McGavren Guild Malls for production, we require that displays are printed on polyester-based translucent backlit film, Duratrans backlit material, or Opaline (screen printing/litho) film. Printing on paper material will not be accepted. Advertiser takes responsibility for the ability of the media printed on to remain color sensitive to backlit light elements.

Receiving Requirements:

If McGavren Guild Malls is not being used for production, printed materials must be delivered to the below address 10-business days prior to posting date:

MGM Fulfillment
c/o InView Graphics
6250 Enterprise Park Drive
Chattanooga, TN 37416

*Posters received less than 4-business days prior to posting date are subject to a \$15 per poster rush handling fee to make contracted post date. If advertiser opts to not pay fee, posting could be delayed by up to one week.

Submitting creative for production:

All creative should be uploaded to the following FTP site:

url: <ftp.mgmalls.com>
username: mallsftp
password: mg@Data2162
(all case sensitive)

*Please send all file names upon upload and alert your McGavren Guild Malls representative or Nicole Reed at Nicole.Reed@mgmalls.com