



# Mobile Advertising Sales Information

In partnership with



## Why outdoor advertising?

Impact. Action. Relevance. Creativity. Four words that define why Out-of-Home should be on all media plans.

## Why mobile advertising?

Cardiff's fleet of refuse vehicles provide visibility across both the urban and residential population. These prominent adverts will be on display to the public throughout the working day providing coverage across the entirety of Cardiff and over a two week period will ensure that your campaign achieves considerable reach. Figures can be included to show the specific impact of different campaign sizes on request.

## Is it easy?

We have experienced sales staff to talk you through the whole process and a dedicated studio that can create bespoke artworks.

Bay Media looks after the production, installation, maintenance during term and removal at the end of the campaign.

From receipt of a confirmed order and approved artwork we can get your campaign up in 10 working days.

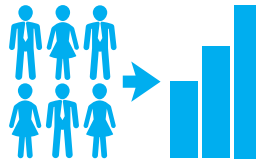
## Fast Facts



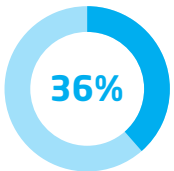
Capital City of Wales



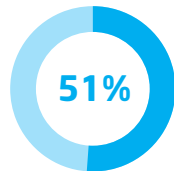
Largest urban area in the country



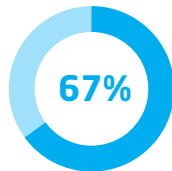
Population of 346,100 with a further 1.4m living within a 45 minute drive of the city



36% (123,600) of Cardiff residents are aged 0-24



51% (177,000) of Cardiff residents are aged 25-64



67% of 15-74 year olds are economically active



14.8M visitors to Cardiff per year



3000mm x 1250mm @ 50%

## Bay Media artwork specifications

### How to set up your files:

- Any image used must be at 320ppi to scale within the template.
- Final artwork should be saved as a high-res .pdf with outlined fonts and must be at 50% scale.
- Please make sure that all of your elements are converted to CMYK profile.
- If necessary please specify CMYK/PANTONE colour or supply colour chip/CMYK split.

### How to send your files:

#### E-mail to:

studio@baymedia.co.uk (**only files under 5MB**) and cc in your **Account Manager**.

#### Upload to our FTP server:

host: 46.65.54.30  
user : bayclients  
password: colourinspires693

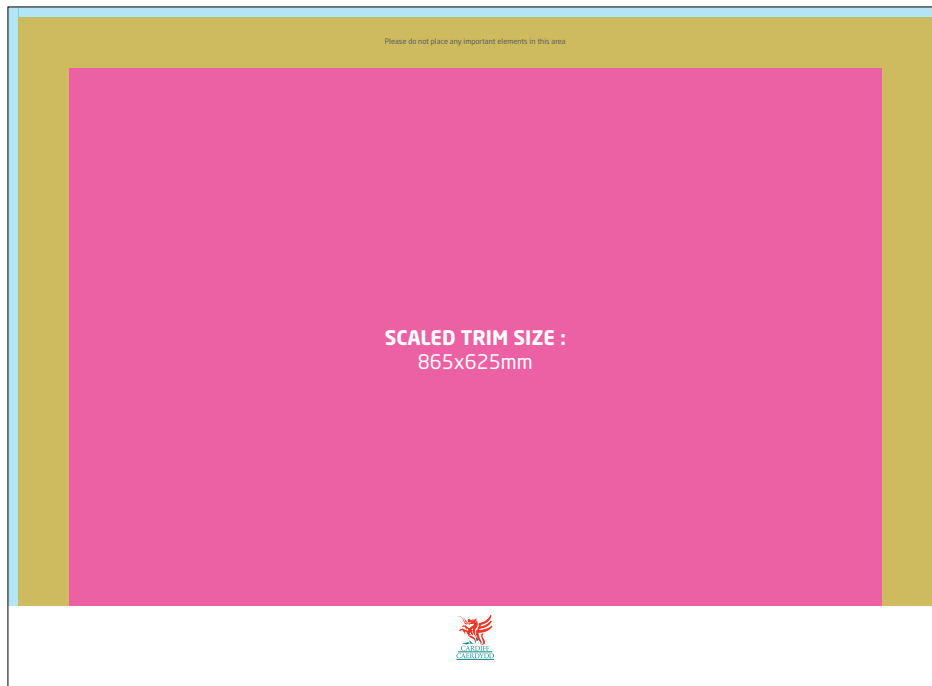
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If you have any queries give us a call on:  
0208 343 2525



10mm bleed area

1730mm x 1250mm @ 50%



10mm bleed area

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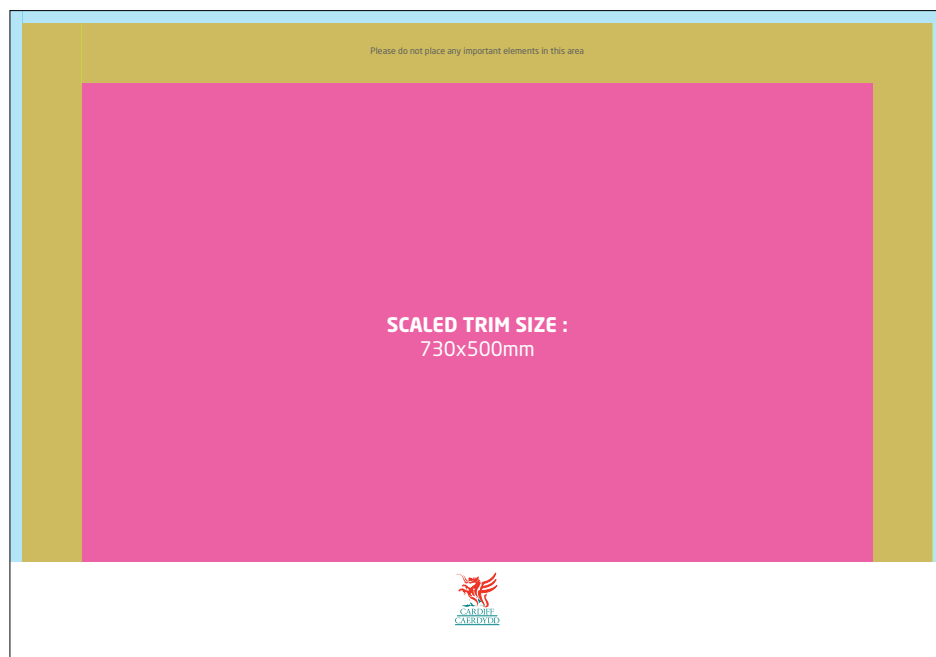
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1460mm x 1000mm @ 50%



10mm bleed area

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