

# MALL BANNERS *at a glance*



## Retail giants that command attention

- Large format displays showcase your product or service at focal points within Canada's top malls
- Various sizes are available – Majestic 20' x 10', Flag 5' x 7' or 7' x 5', Yorkdale 6' x 10', and West Edmonton Mall 40' x 5'
- At some locations there are opportunities for extensions or unique creative executions that enhance the 'WOW' factor of your display

PATTISON Mall Banners make a big impression close to the point of sale, commanding attention with their size and placement. Mall Banners complement broader Outdoor campaigns by bringing your Poster, Street Level or Transit Advertising campaigns inside. As Majestics are the same size as Outdoor 10' x 20' Horizontal Posters, you can use common art and production files for both.

**Reach your market as they are primed to spend!** Call your PATTISON Outdoor Account Executive and put attention-commanding Mall Banners to work for you.



# MALL BANNER *production*

## PRODUCTION

Mall Banner production cost is in addition to the space cost. These products are typically digitally printed onto flexible vinyl tarps that can be stored and then reposted over an extended period of time. Mall Banner sizes are mall specific. Contact your PATTISON Account Executive for confirmation of production specifications for your campaign or if you require creative or production assistance.

**DISPLAY SPECIFICATIONS** : All Mall Banners are front illuminated

<b>Majestic</b> : Standard	<b>Bleed Size</b>	20'6" W x 10'6" H
	<b>Finished Tarp/Trim Size/Visible Opening</b>	20' W x 10' H : includes 8" double weld inside pockets
	<b>Live Copy Safety</b>	18'8" W x 8'8" H
<b>Majestic</b> : Icon Frame*	<b>Bleed Size</b>	20'4" W x 10'7" H
	<b>Finished Tarp/Trim Size/Visible Opening</b>	19'10" W x 10'1" H : includes 2" inside pockets
	<b>Live Copy Safety</b>	19'4" W x 9'7" H
<small>*Use Icon Frame size for Pen Centre, Halifax Shopping Centre, Scarborough Town Centre, Pickering Town Centre, Lougheed Mall and Yorkdale only. All other malls use Standard Majestics.</small>		
<b>Flag</b> Horizontal or Vertical	<b>Bleed Size</b>	7'6" x 5'6"
	<b>Finished Tarp/Trim Size/Visible Opening</b>	7' x 5' includes 2.5" channel pockets on the top and bottom
	<b>Live Copy Safety</b>	6'6" x 4'6"
<b>Yorkdale 6' x 10'</b>	<b>Bleed Size</b>	6'6" W x 10'6" H
	<b>Finished Tarp/Trim Size/Visible Opening</b>	6' W x 10' H : includes channel pockets: 3" top, 2.5" bottom
	<b>Live Copy Safety</b>	5'6" W x 9'6" H
<b>West Edmonton</b>	<b>Bleed Size</b>	40'6" W x 5'6" H
	<b>Finished Tarp/Trim Size/Visible Opening</b>	40' W x 5' H : insert grommets every 24" along top edge
	<b>Live Copy Safety</b>	39' W x 4' H

## ART SPECIFICATIONS

Supply art for **Majestics** and **West Edmonton Mall** at 1:24 scale (1/2" to 1") at 600 dpi. Supply art for **Yorkdale 6' x 10'** at 1:12 scale (1" to 1") at 300 dpi. Supply art for **Flags** at 1:8 scale (1/8" to 1") at 300 dpi. Supply art in one of these formats for MacOS: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Macromedia FreeHand, or QuarkXpress. Place raster images as CMYK .tif or .eps files. Provide an accurate color proof or Pantone color references if color match is critical.

<b>Majestic</b> : Standard	<b>Bleed Size</b>	10.25" W x 5.25" H
	<b>Art Trim Size/Visible Opening</b>	10" W x 5" H
	<b>Live Copy Safety</b>	9.333" W x 4.333" H
<b>Majestic</b> : Icon Frame*	<b>Bleed Size</b>	10.167" W x 5.292" H
	<b>Finished Tarp/Trim Size/Visible Opening</b>	9.917" W x 5.042" H
	<b>Live Copy Safety</b>	9.667" W x 4.792" H
<small>*Use Icon Frame size for Pen Centre, Halifax Shopping Centre, Scarborough Town Centre, Pickering Town Centre, Lougheed Mall and Yorkdale only. All other malls use Standard Majestics.</small>		
<b>Flag</b> Horizontal or Vertical	<b>Bleed Size</b>	11.25" x 8.25"
	<b>Finished Tarp/Trim Size/Visible Opening</b>	10.5" x 7.5"
	<b>Live Copy Safety</b>	9.5" x 6.5"
<b>Yorkdale 6' x 10'</b>	<b>Bleed Size</b>	6.5" W x 10.5" H
	<b>Art Trim Size/Visible Opening</b>	6" W x 10"
	<b>Live Copy Safety</b>	5.5" W x 9.5" H
<b>West Edmonton</b>	<b>Bleed Size</b>	20.25" W x 2.75" H
	<b>Art Trim Size/Visible Opening</b>	20" W x 2.5"
	<b>Live Copy Safety</b>	19.5" W x 2" H

