Tesco Trolley Specification

Trim size & visual aperture: 240mm

Trim size & visual aperture: 226mm

Subject to availability, see shelf edge for details.
Dun-xx-xx-xx-x
Remove xx-xx-xx

THE TROLLEY

Trolley frame	Is double sided positioned at the end of the trolley. One poster faces inwards towards the shopper and the other faces outwards.
MediaTrak™ barcode	Each poster contains a MediaTrakTM™ barcode that is inserted by our printers. *(Size: 4mm (H) x 24mm (W))*

THE POSTER

Creative Size	226mm H x 240mm W + **3mm bleed in both directions**
File Type	PDF
Colour Mode	CMYK Four colour process. NO PANTONE or SPECIAL COLOURS.
	NOTE: Artwork that has solid black areas should be set at **30%C 30%M 30%Y 100%K** to enable the ink to dry on the substrate used.
	Maximum of 240% total ink saturation.
	The only exception to this is QR codes. If used, these must be **single colour - 100% black** in order to be scanned correctly.
Resolution	300 dpi ss

OTHER REQUIREMENTS

Deadline	Artwork must be supplied **three weeks** prior to the in-charge date
Code details	All artwork should include the code details in the bottom left corner: Subject to availability, see shelf edge for details. Dun-xx-xx-xx-x Remove xx-xx-xx
New Products	Must display a blue 'new' tile on the RH side. Ideally top right, if not bottom right, or last resort along the RH edge, creative dependent.
Price display	Use a yellow 'price' tile on the RH side. Ideally top right, if not bottom right, or last resort along the RH edge, creative dependent.
Tesco Branding	A white strip and 'Available at Tesco' must appear along the bottom when displaying a 'new' or 'price' tile. If the product is exclusive to Tesco, 'Available at Tesco' can be used in the lock-up.

How to send artwork

There are three ways to send files:
1. Email file to **artwork@redbusmedia.com** or contact Redbus operations on **02037736484**
2. Provide Redbus with login details for your FTP server so we can download the file from there
3. Request login details for the Redbus FTP server so you can upload the file to there