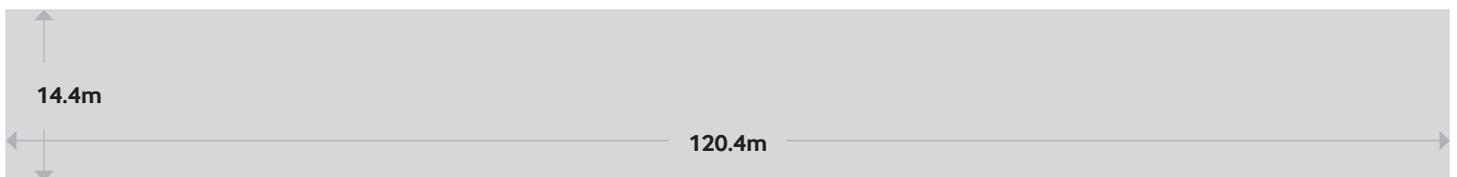


The IMAX, Waterloo

Production Specifications (Jan '23 update)



Designing for The IMAX

There are 2 methods for designing for The IMAX, both require splitting the creative into 4 sections (or 'faces'): North, South, East and West.

Method 1 Evenly divide the faces, making each one 30.1m wide by 14.4m tall. This can be the simplest way especially if the creative to be one continuous design.

Method 2 Split the creative unevenly, so that the center of each face is in the center of the approach road it faces. This is better if the creative is being treated as 4 distinct sections.

Dimensions for both methods are on the subsequent pages of this file as well as locations of any obstructions. InDesign templates are available from www.oceanoutdoor.com/imax.

If unsure which of the two methods to use please contact digitaldelivery@oceanoutdoor.com and we can advise.

Guidelines

Ocean strongly advise that the creative, agency and client visit the location to understand how it works.

The highest impact elevations are the North and South facing sides.

Nothing creatively controversial is allowed as the British Film Institute is a charitable organisation and has to be sensitive to the type of advertising on the location.

A full wrap takes 3 days to post.

Specifications

Total Size	120.4m x 14.4m
Artwork Scale	Recommended 10%, 300dpi
File types	Files can be provided in Hi-res PDF or Adobe Creative Suite formats . Layered files with all assets included are preferable.
Deadline	2 weeks prior to campaign This is strict as all copy needs to be approved by both Ocean and the British Film Institute.
Colour Proofs	Highly recommended Proofs must be generated from the files provided and be a true representation. If a proof is not supplied then Ocean will not take any responsibility for colour inaccuracies.

Artwork Delivery & Production Enquiries

Email banners@oceanoutdoor.com

Address **Ocean Outdoor**
25 Argyll Street
London
W1F 7TU

The IMAX, Waterloo

Method 1: Even Faces

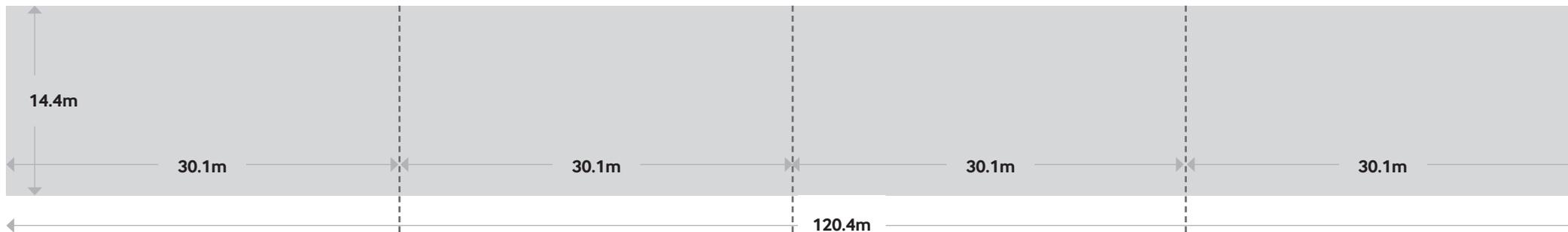


East Face

North Face

West Face

South Face



Stamford Street



Waterloo Bridge



York Road

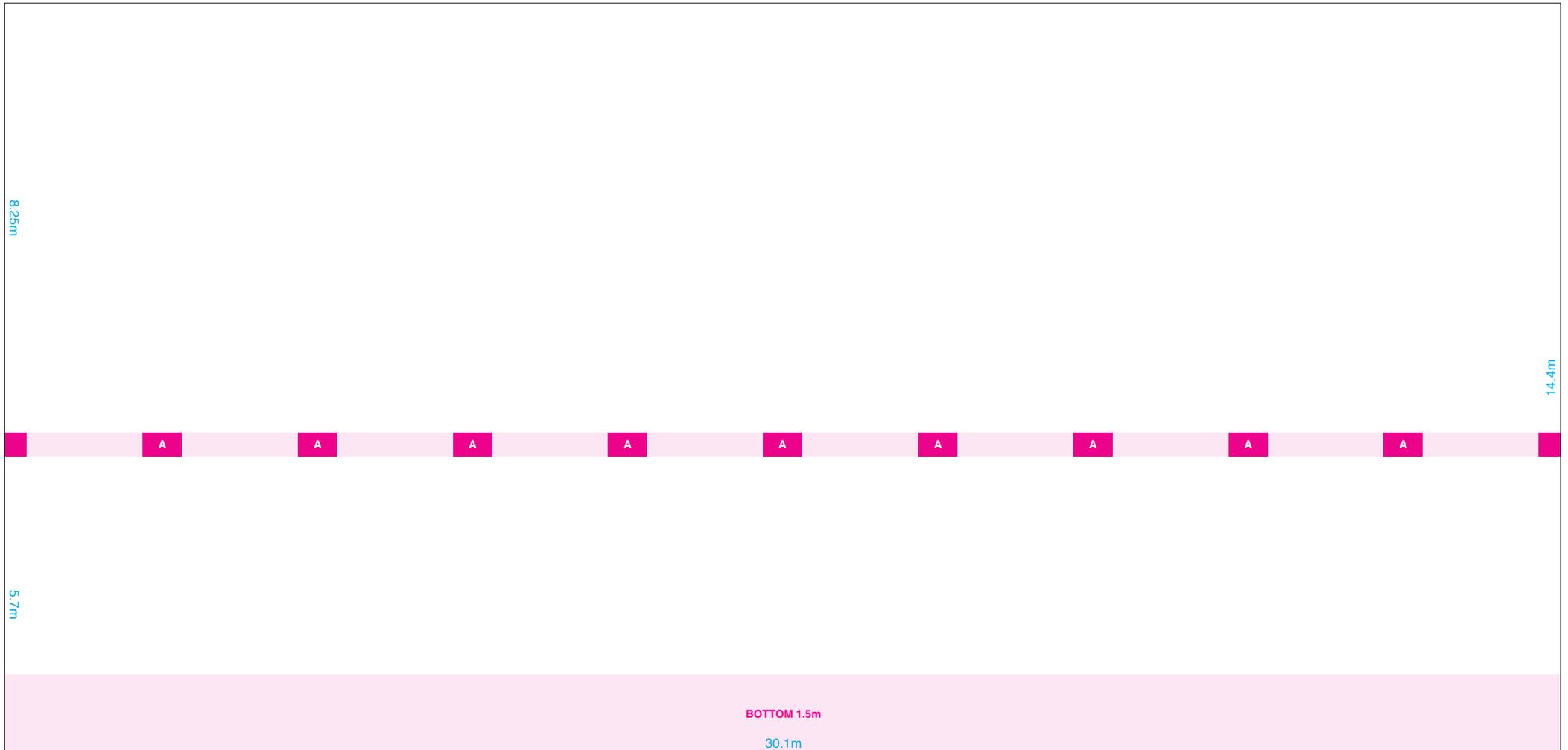


Waterloo Road

The IMAX, Waterloo

Method 1: Even Faces

East Face (30.1m x 14.4m)



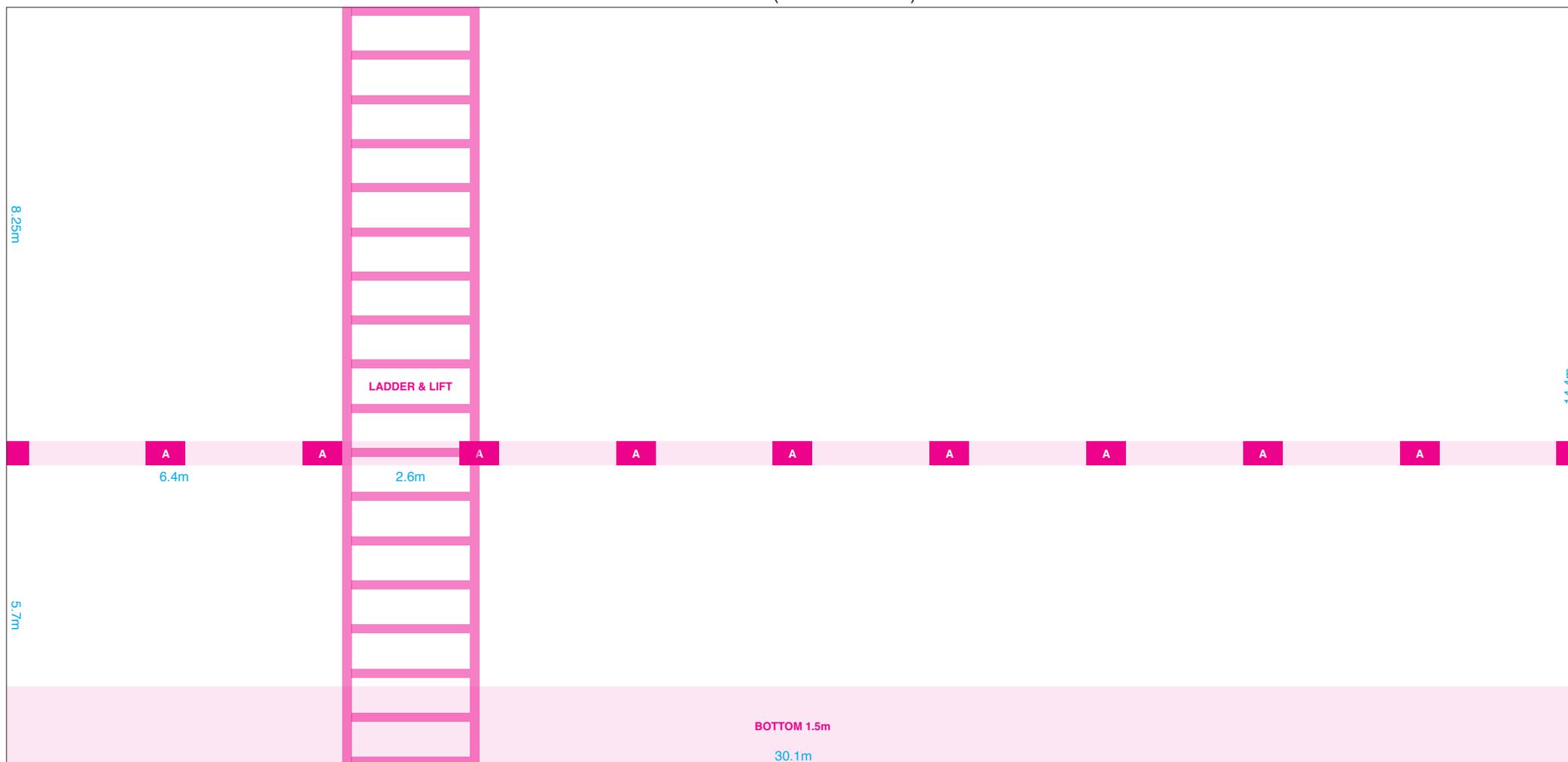
A. Steel Brackets
0.76m x 0.45m, 2.24m apart, space between should also be avoided for critical copy

Bottom 1.5m
Visibility of this area is limited by viewing angles meaning logos and critical copy should not be placed here

The IMAX, Waterloo

Method 1: Even Faces

North Face (30.1m x 14.4m)



A. Steel Brackets
0.76m x 0.45m, 2.24m apart, space between should also be avoided for critical copy

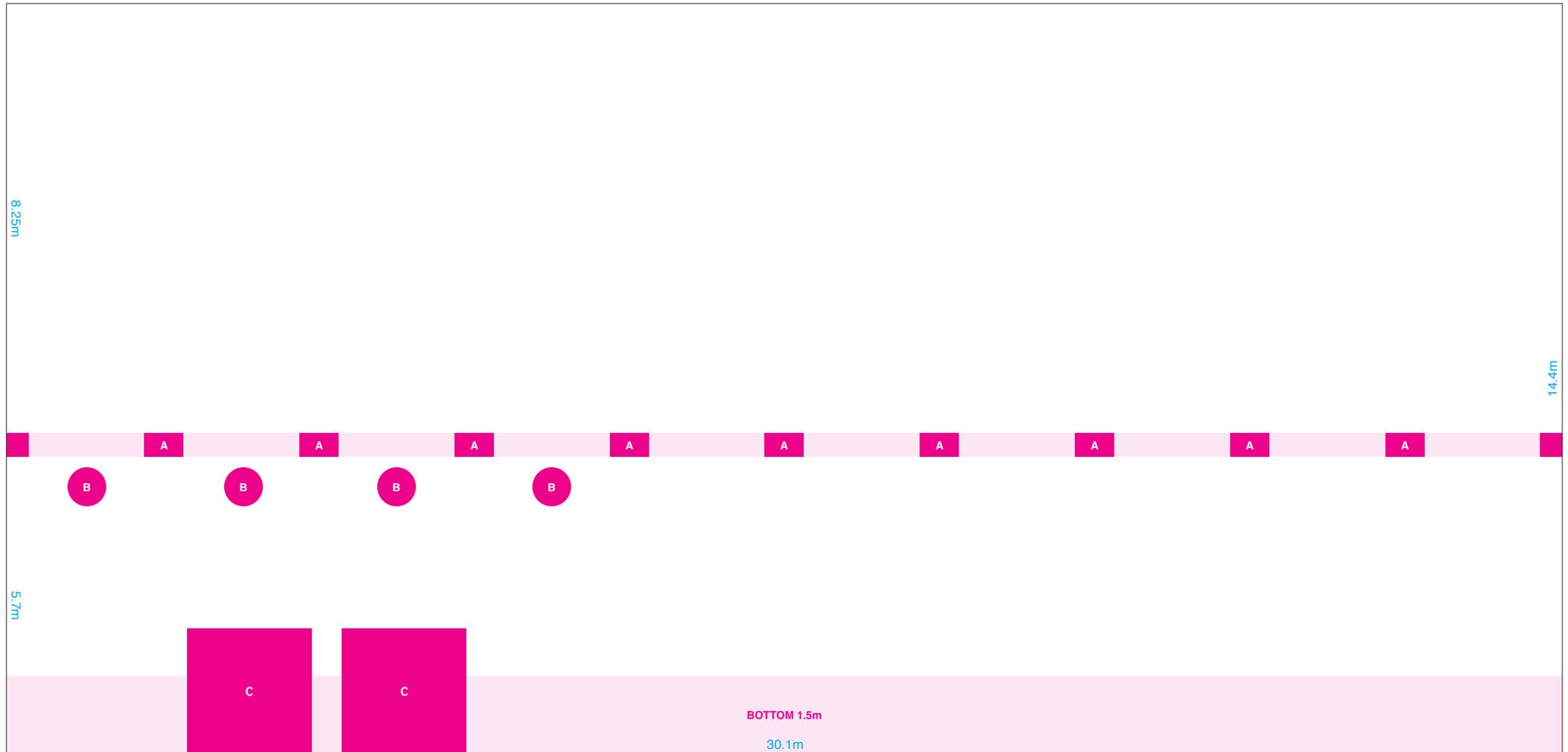
Fixed Ladder & Lift
Although creative is posted behind these, they do obstruct the creative so should be avoided for critical copy

Bottom 1.5m
Visibility of this area is limited by viewing angles meaning logos and critical copy should not be placed here

The IMAX, Waterloo

Method 1: Even Faces

West Face (30.1m x 14.4m)



A. Steel Brackets
0.76m x 0.45m, 2.24m apart, space between should also be avoided for critical copy

B. Air Vents
Ø 0.75m, spaced evenly between Steel Brackets

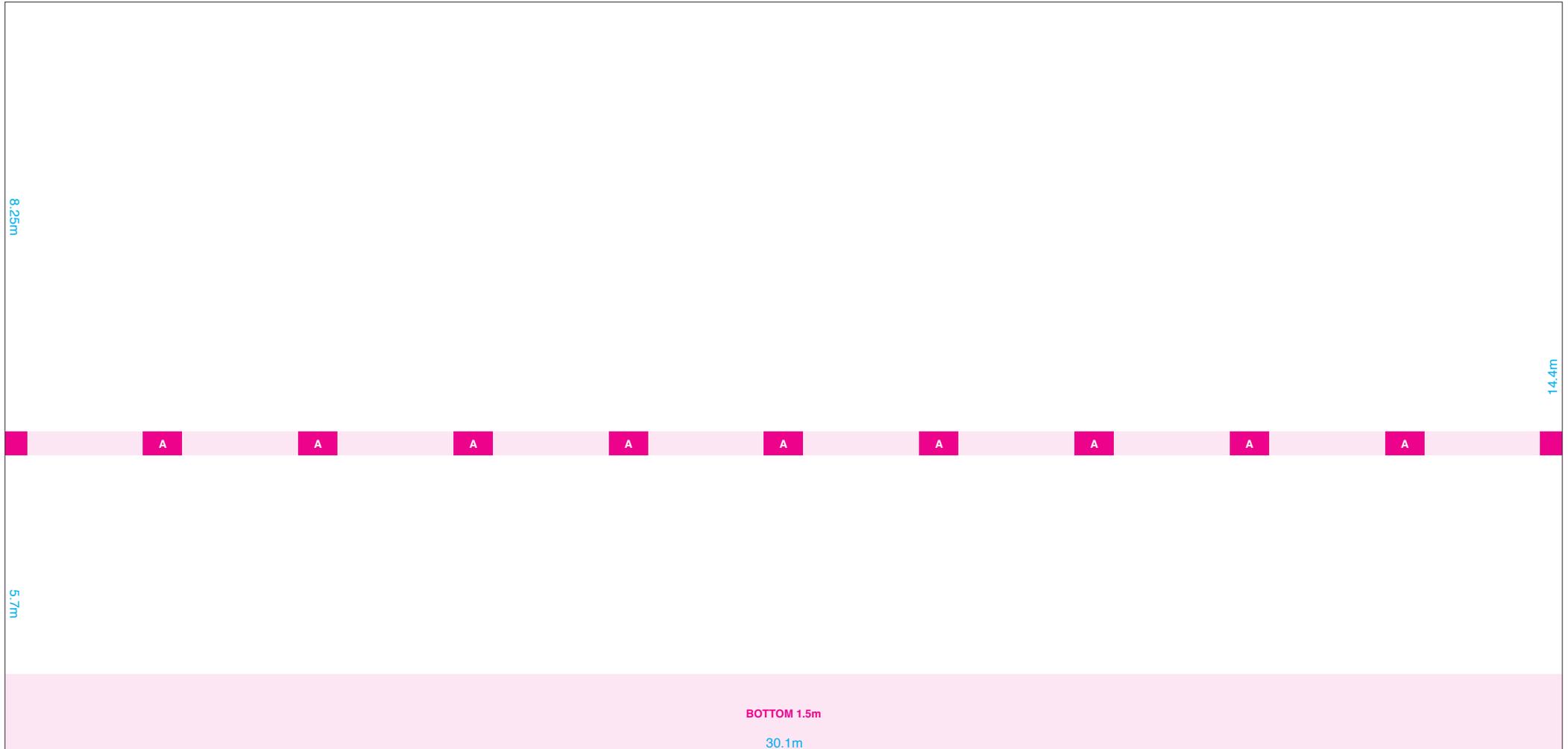
C. Office Windows
2.4m x 2.4m, 0.6m apart, 3.5m from left edge

Bottom 1.5m
Visibility of this area is limited by viewing angles meaning logos and critical copy should not be placed here

The IMAX, Waterloo

Method 1: Even Faces

South Face (30.1m x 14.4m)

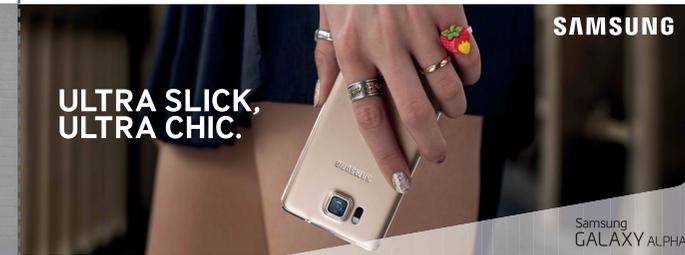
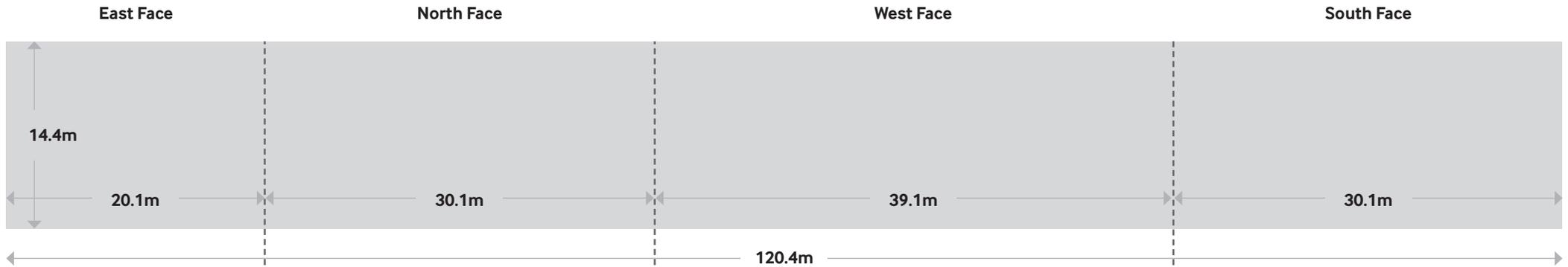


A. Steel Brackets
0.76m x 0.45m, 2.24m apart, space between should also be avoided for critical copy

Bottom 1.5m
Visibility of this area is limited by viewing angles meaning logos and critical copy should not be placed here

The IMAX, Waterloo

Method 2: Uneven Faces



Stamford Street



Waterloo Bridge



York Road

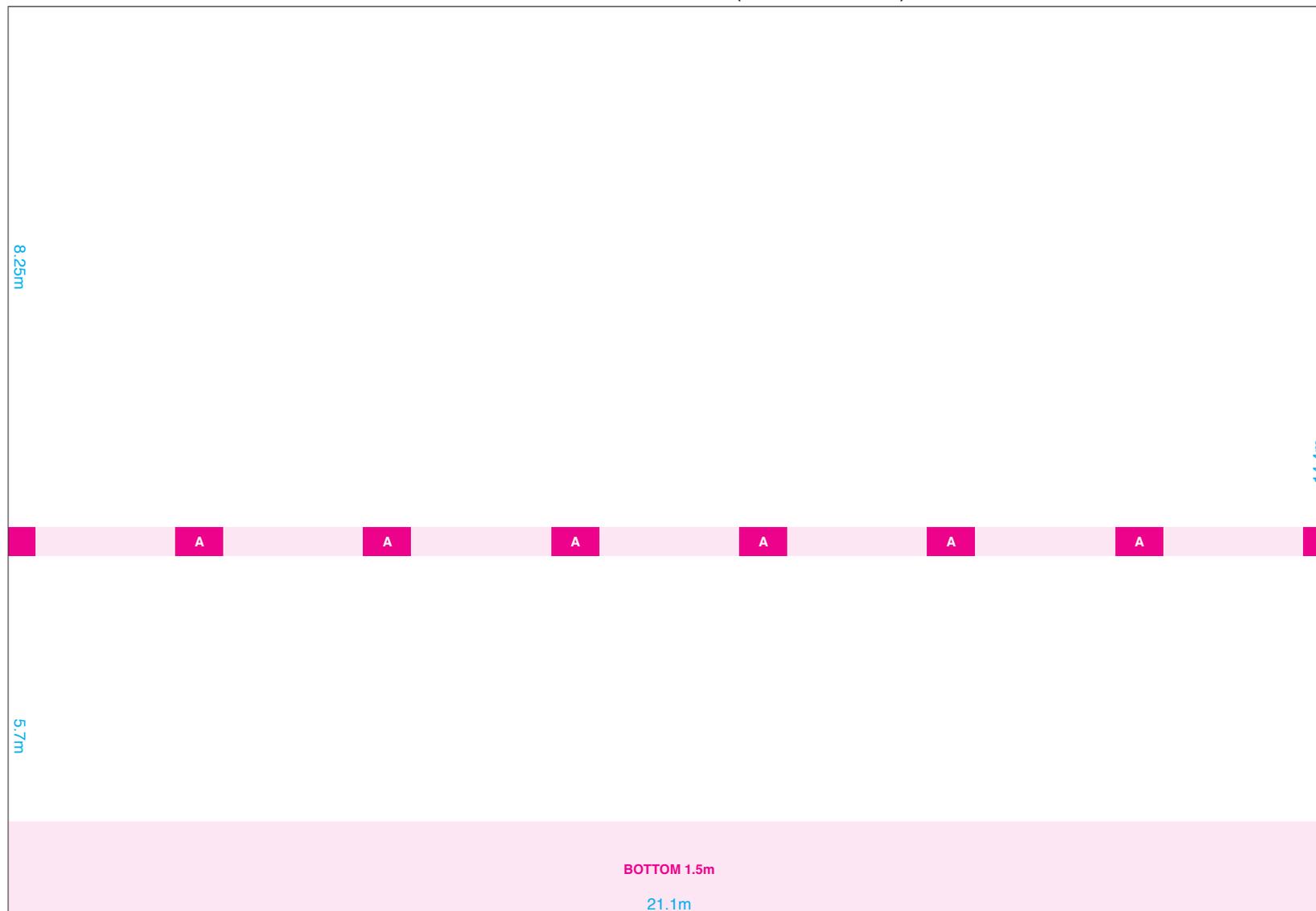


Waterloo Road

The IMAX, Waterloo

Method 2: Uneven Faces

East Face - Stamford Street (21.1m x 14.4m)



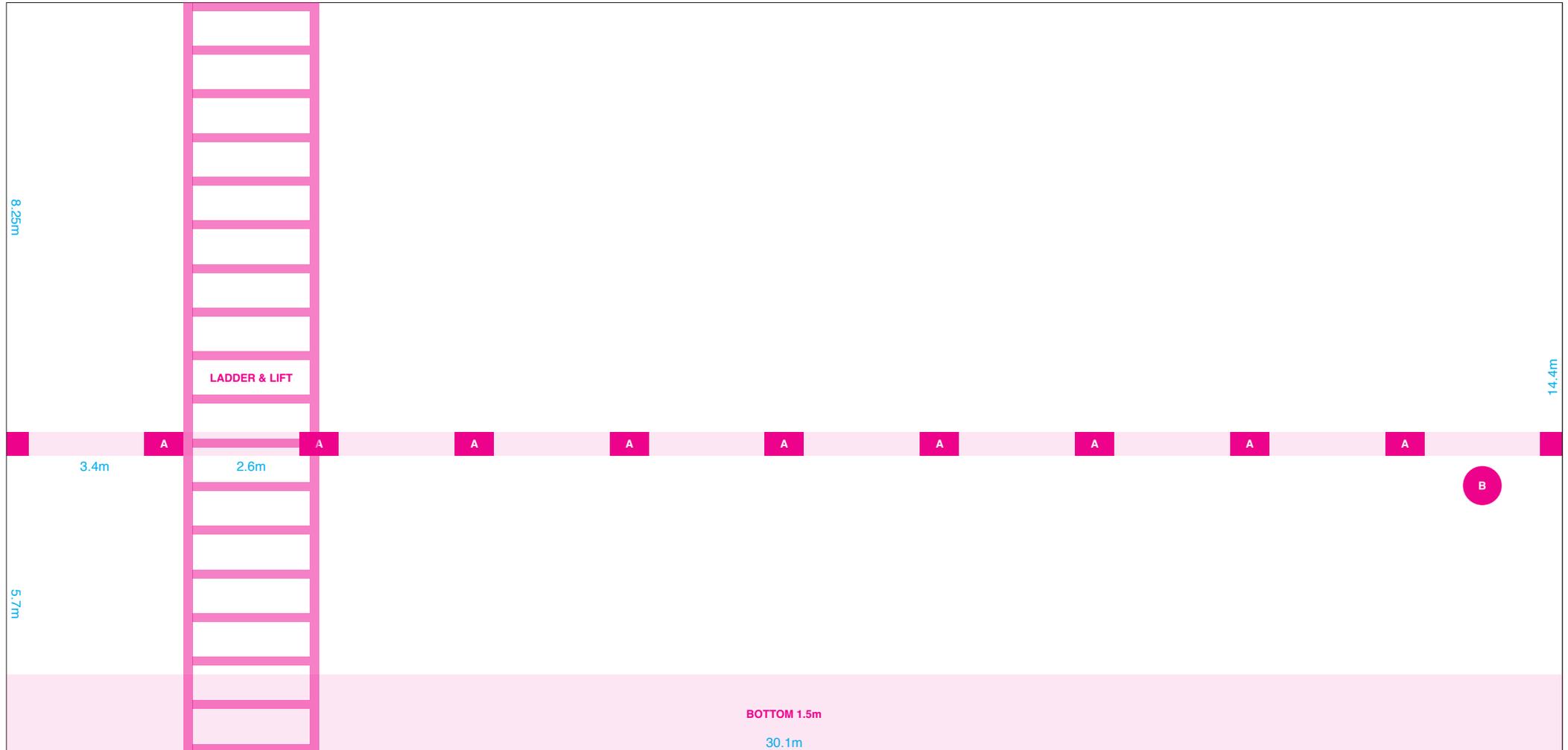
A. Steel Brackets
0.76m x 0.45m, 2.24m apart, space between should also be avoided for critical copy

Bottom 1.5m
Visibility of this area is limited by viewing angles meaning logos and critical copy should not be placed here

The IMAX, Waterloo

Method 2: Uneven Faces

North Face - Waterloo Bridge (30.1m x 14.4m)



A. Steel Brackets
0.76m x 0.45m, 2.24m apart, space between should also be avoided for critical copy

B. Air Vents
Ø 0.75m, spaced evenly between Steel Brackets

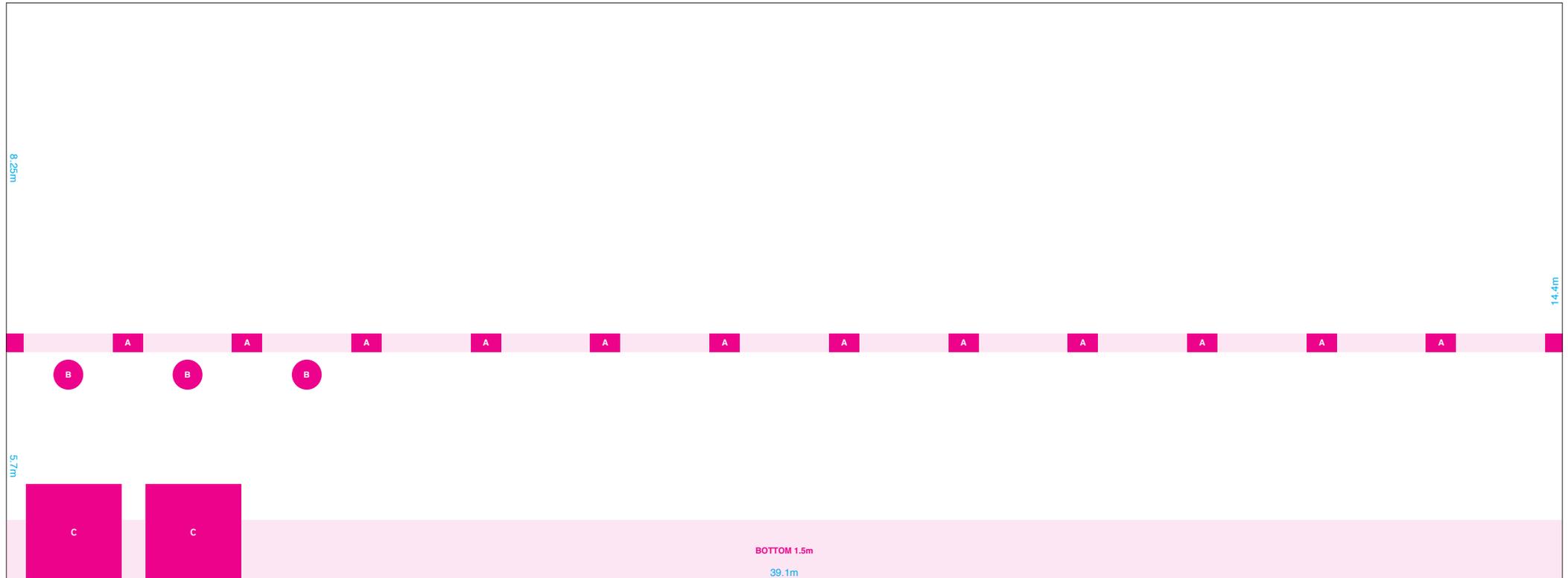
Fixed Ladder & Lift
Although creative is posted behind these, they do obstruct the creative so should be avoided for critical copy

Bottom 1.5m
Visibility of this area is limited by viewing angles meaning logos and critical copy should not be placed here

The IMAX, Waterloo

Method 2: Uneven Faces

West Face - York Road (39.1m x 14.4m)



A. Steel Brackets
0.76m x 0.45m, 2.24m apart, space between should also be avoided for critical copy

B. Air Vents
Ø 0.75m, spaced evenly between Steel Brackets

C. Office Windows
2.4m x 2.4m, 0.6m apart, 0.5m from left edge

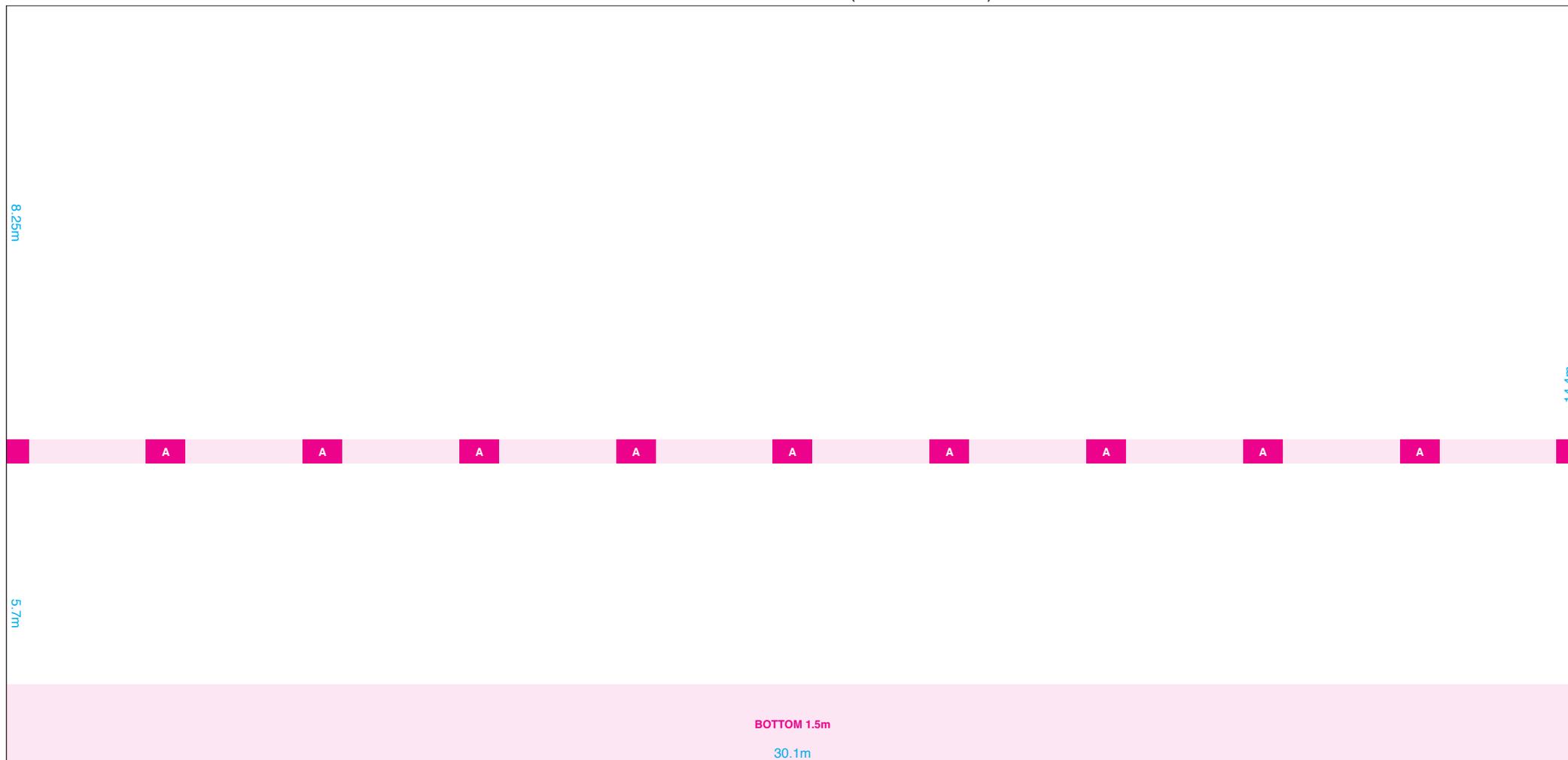
Bottom 1.5m
Visibility of this area is limited by viewing angles meaning logos and critical copy should not be placed here

The IMAX, Waterloo

Method 2: Uneven Faces



South Face - Waterloo Road (30.1m x 14.4m)



A. Steel Brackets
0.76m x 0.45m, 2.24m apart, space between should also be avoided for critical copy

Bottom 1.5m
Visibility of this area is limited by viewing angles meaning logos and critical copy should not be placed here