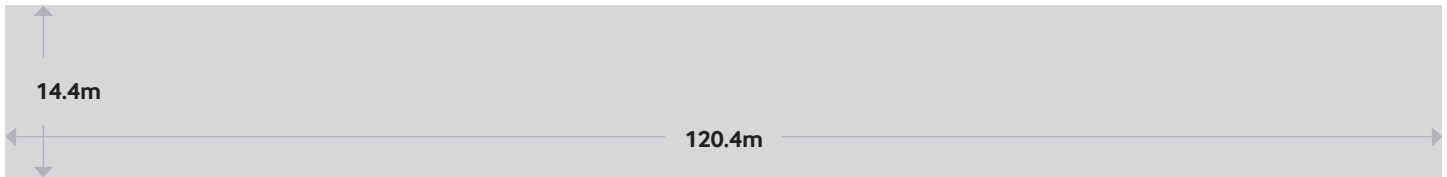


# The IMAX, Waterloo

## 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 is 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](http://www.oceanoutdoor.com/imax).

If unsure which of the two methods to use please contact [digitaldelivery@oceanoutdoor.com](mailto: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

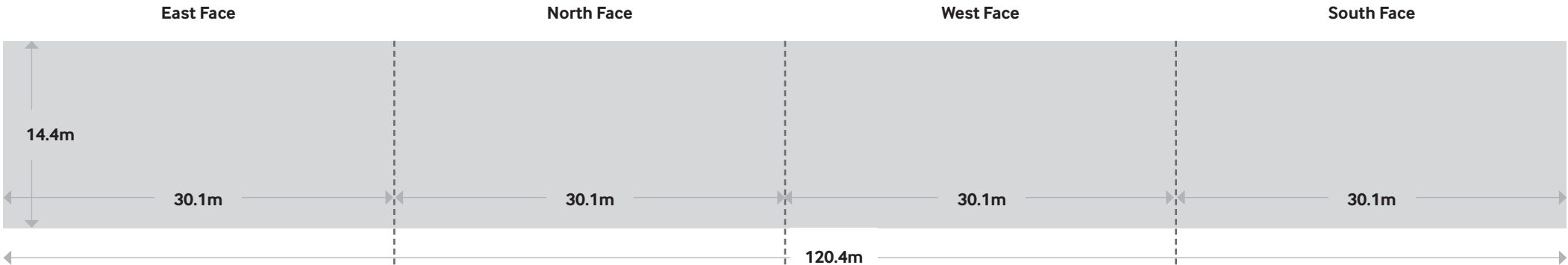
|               |   |
|---------------|---|
| Total Size    | 120.4m x 14.4m  |
| Artwork Scale | Recommended 10%, 300dpi   |
| File types    | Files can be provided in <b>Hi-res PDF</b> or <b>Adobe Creative Suite formats</b> . Layered files with all assets included are preferable.  |
| Deadline      | <b>2 weeks prior to campaign</b><br>This is strict as all copy needs to be approved by both Ocean and the British Film Institute.   |
| Colour Proofs | <b>Highly recommended</b><br>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   | <a href="mailto:banners@oceanoutdoor.com">banners@oceanoutdoor.com</a>             |
| Address | <b>Ocean Outdoor</b><br><b>25 Argyll Street</b><br><b>London</b><br><b>W1F 7TU</b> |

# The IMAX, Waterloo

Method 1: Even Faces



Stamford Street



Waterloo Bridge



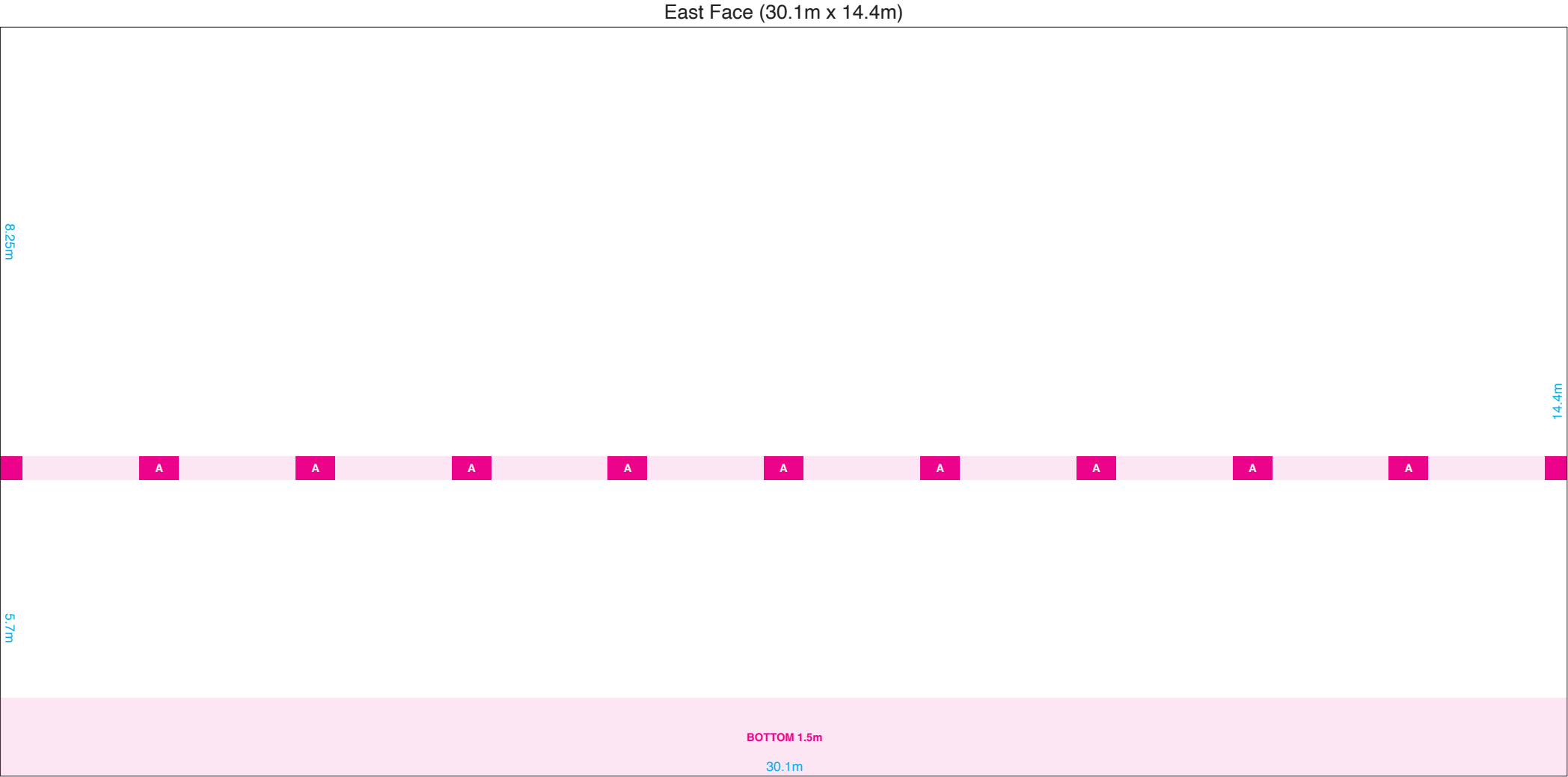
York Road



Waterloo Road

# The IMAX, Waterloo

## Method 1: Even Faces

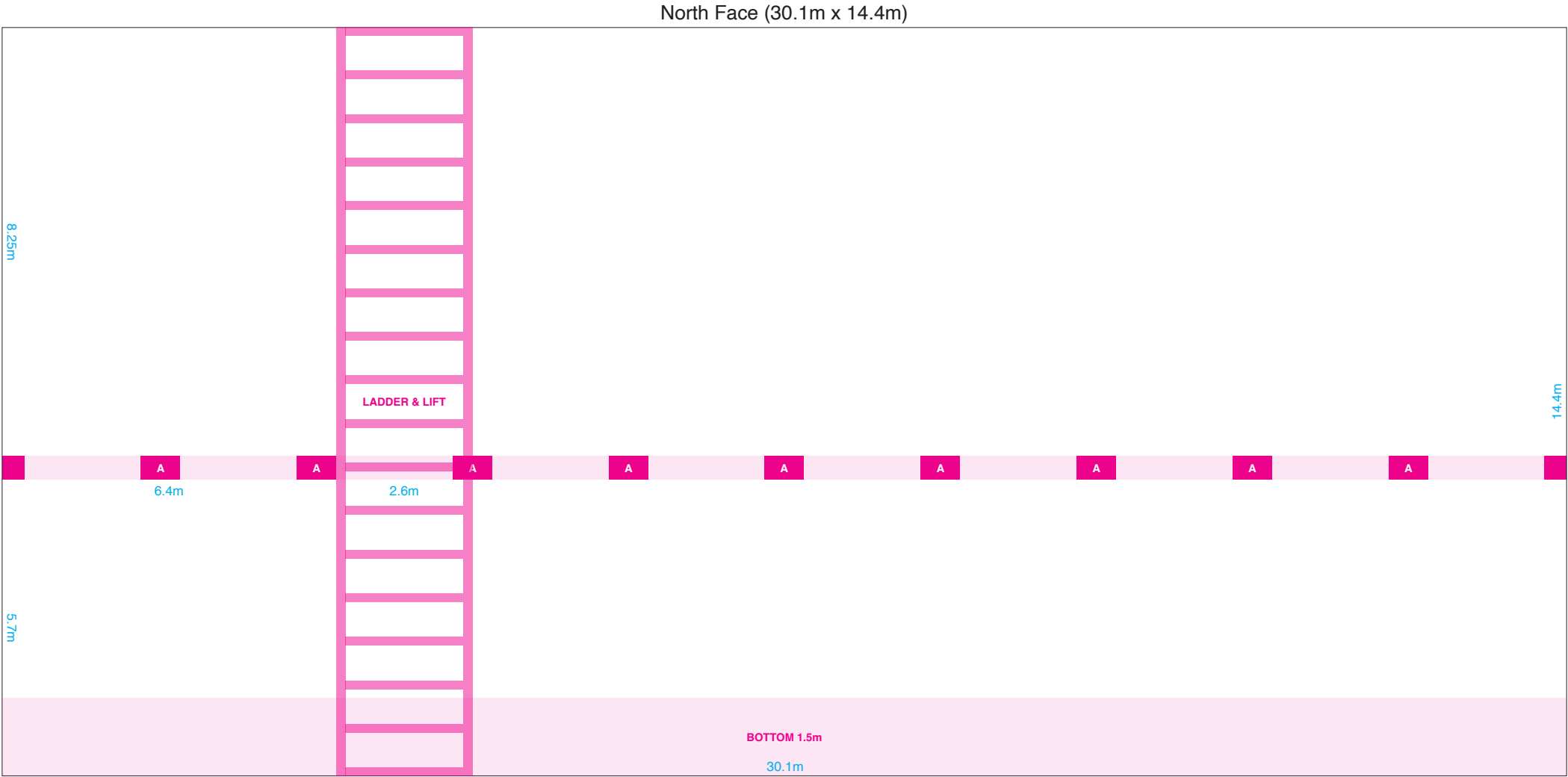


**A. Steel Brackets**  
0.76m x 0.45m, 2.24m apart, space between should also be avoided for critical copy

**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



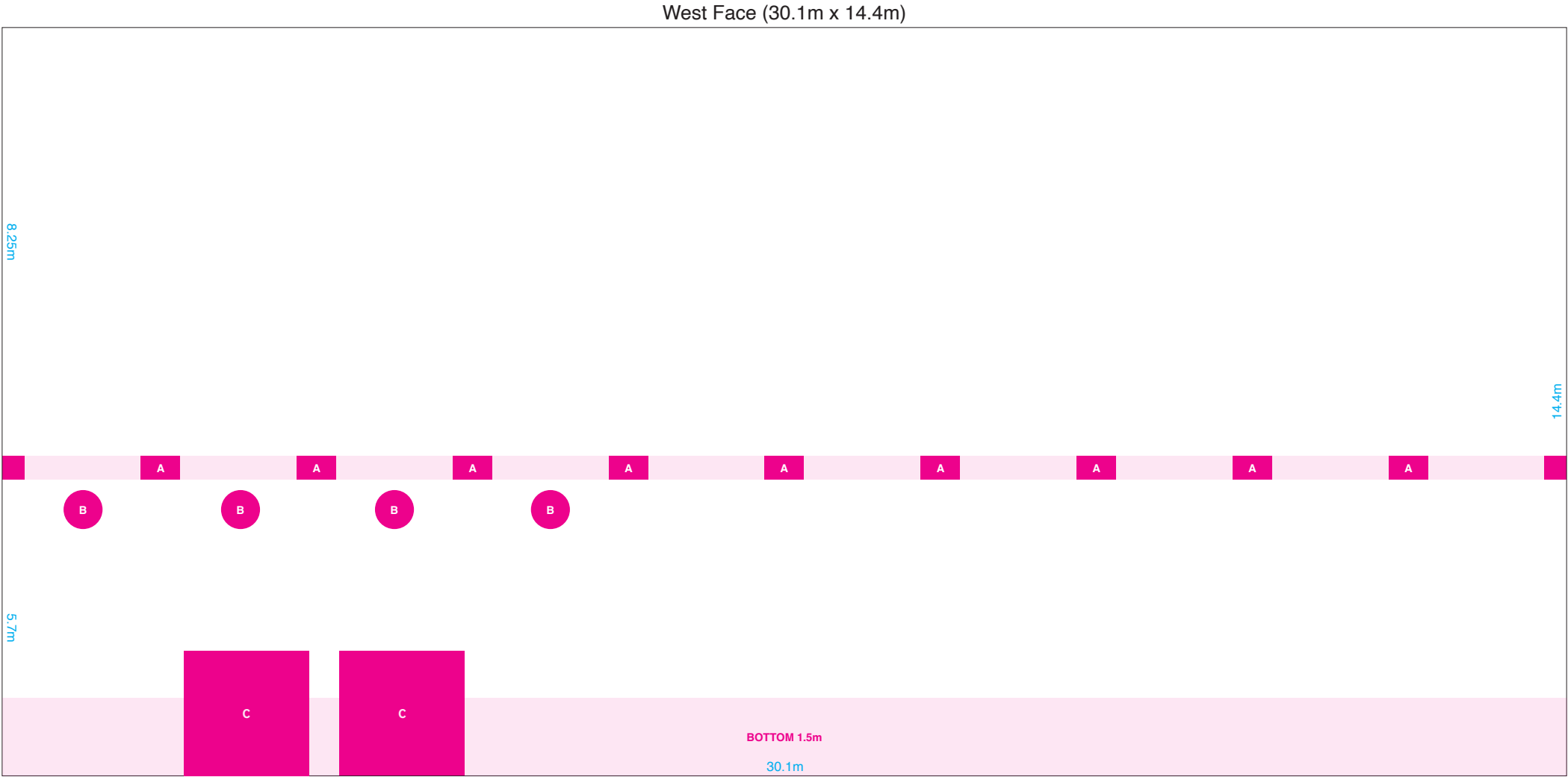
**A. Steel Brackets**  
0.76m x 0.45m, 2.24m apart, space between should also be avoided for critical copy

**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



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

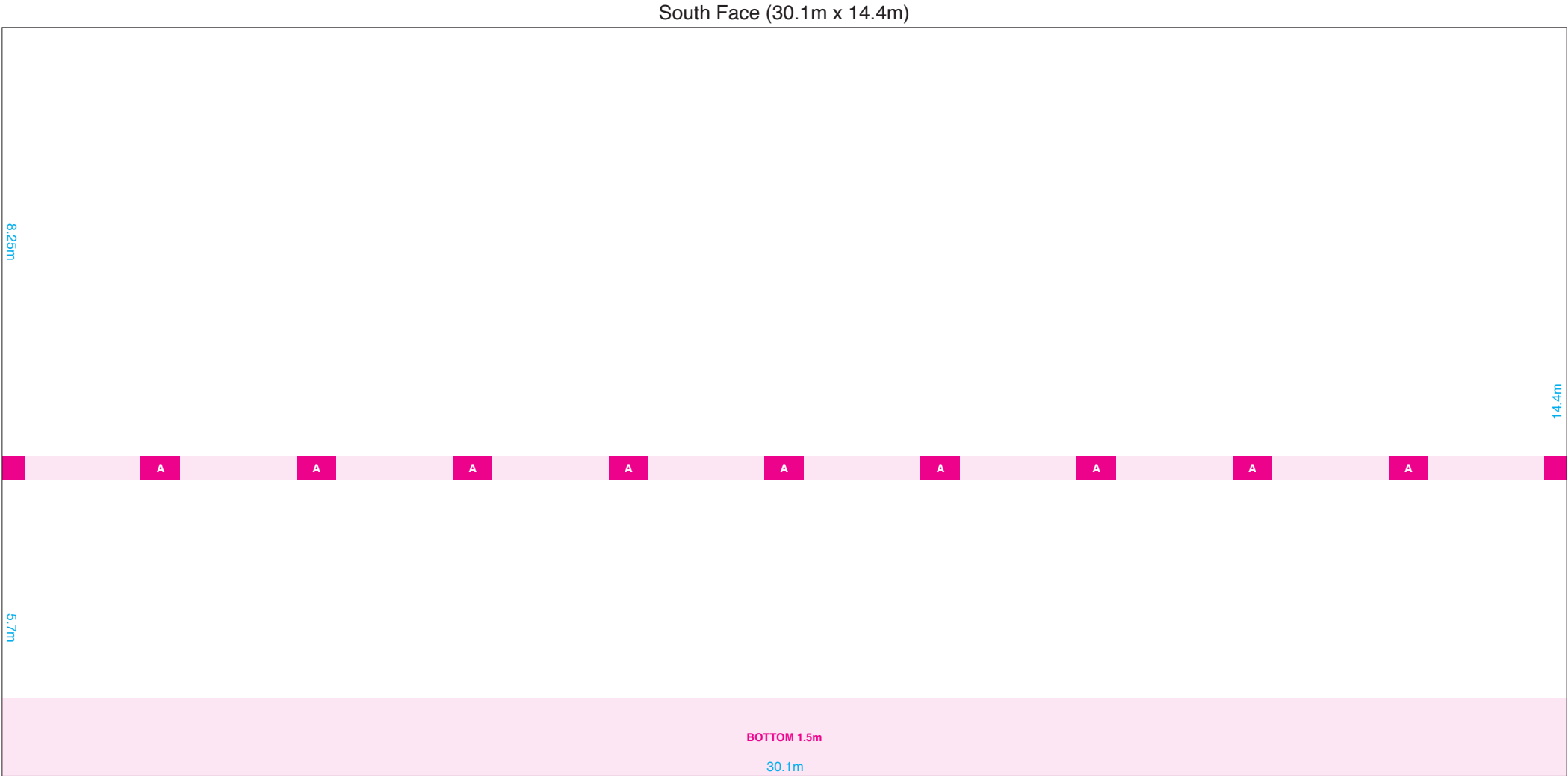
**B. Air Vents**  
Ø 0.75m, spaced evenly between Steel Brackets

**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



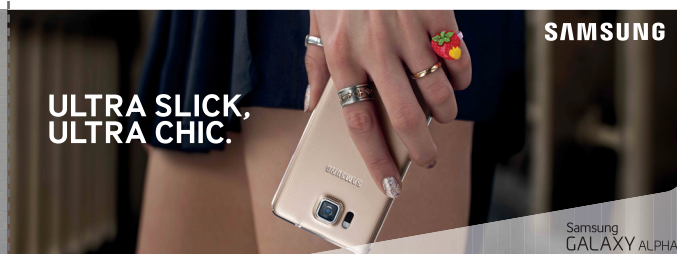
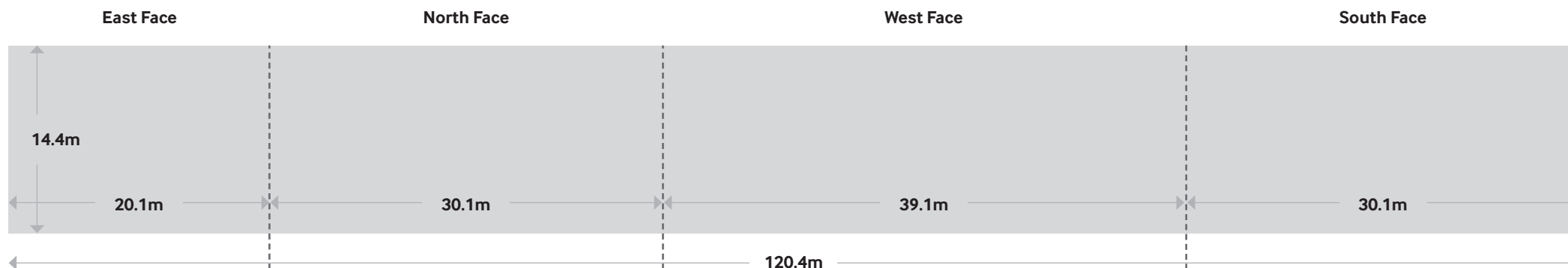
**A. Steel Brackets**  
0.76m x 0.45m, 2.24m apart, space between should also be avoided for critical copy

**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

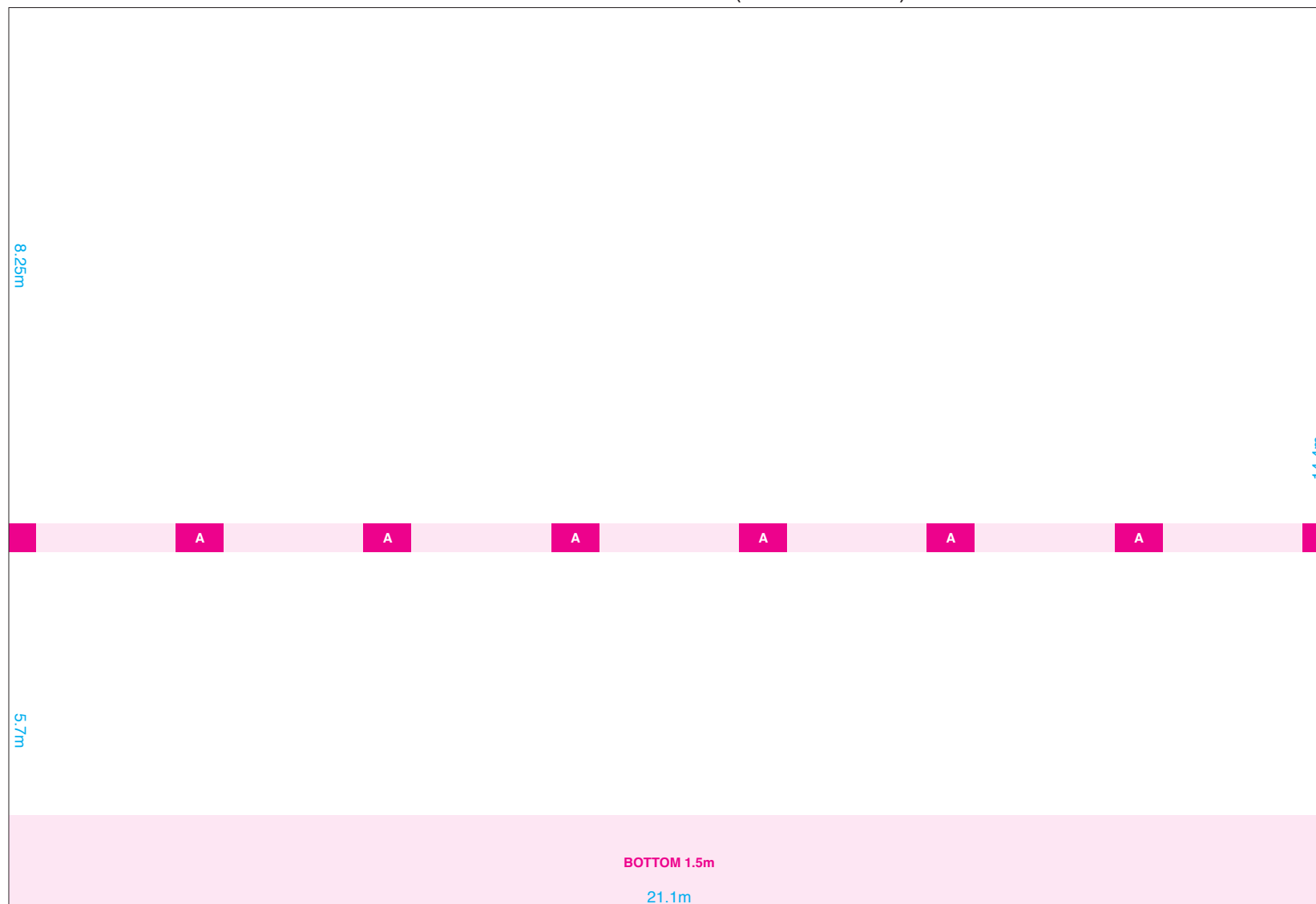


Waterloo Road

# 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

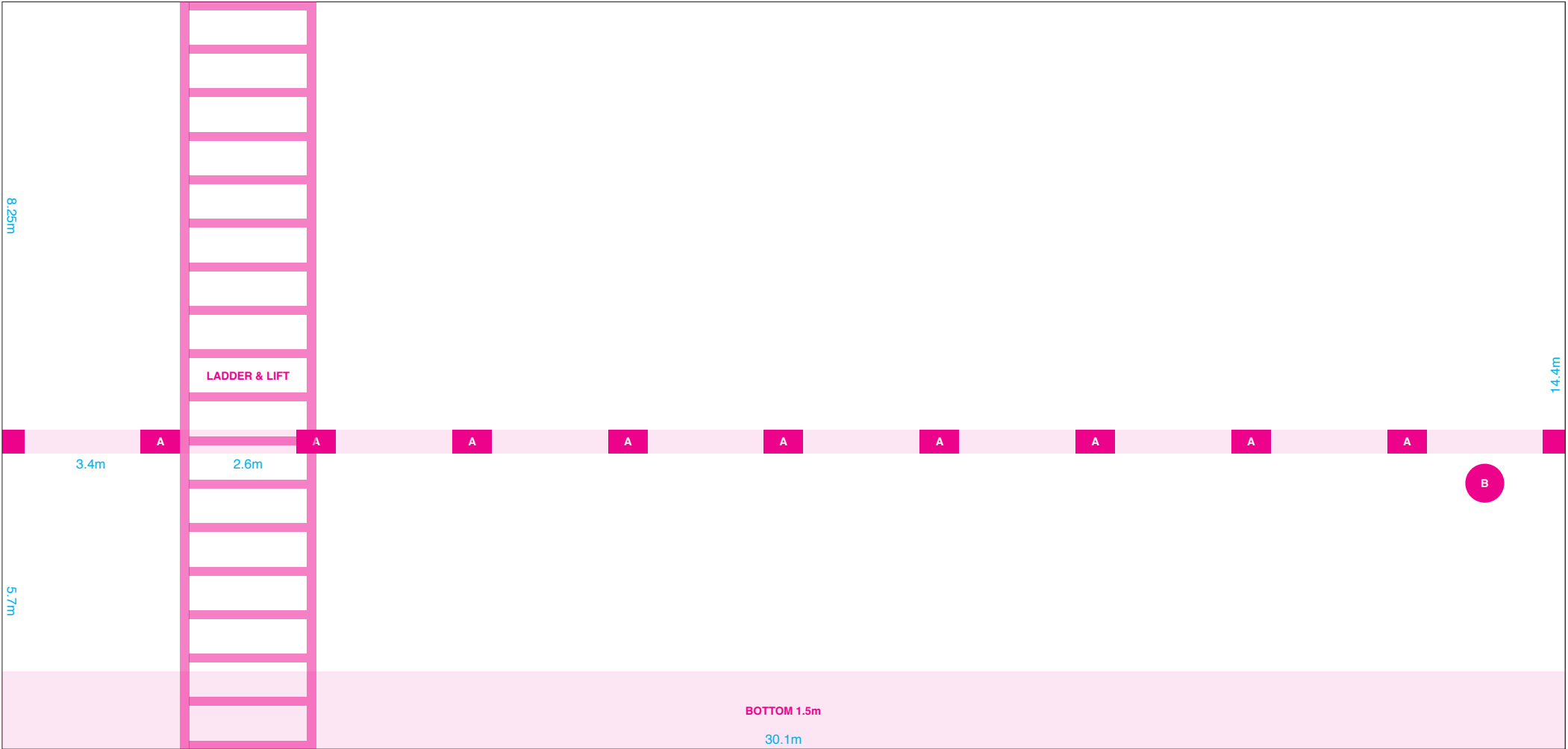


# The IMAX, Waterloo

## Method 2: Uneven Faces



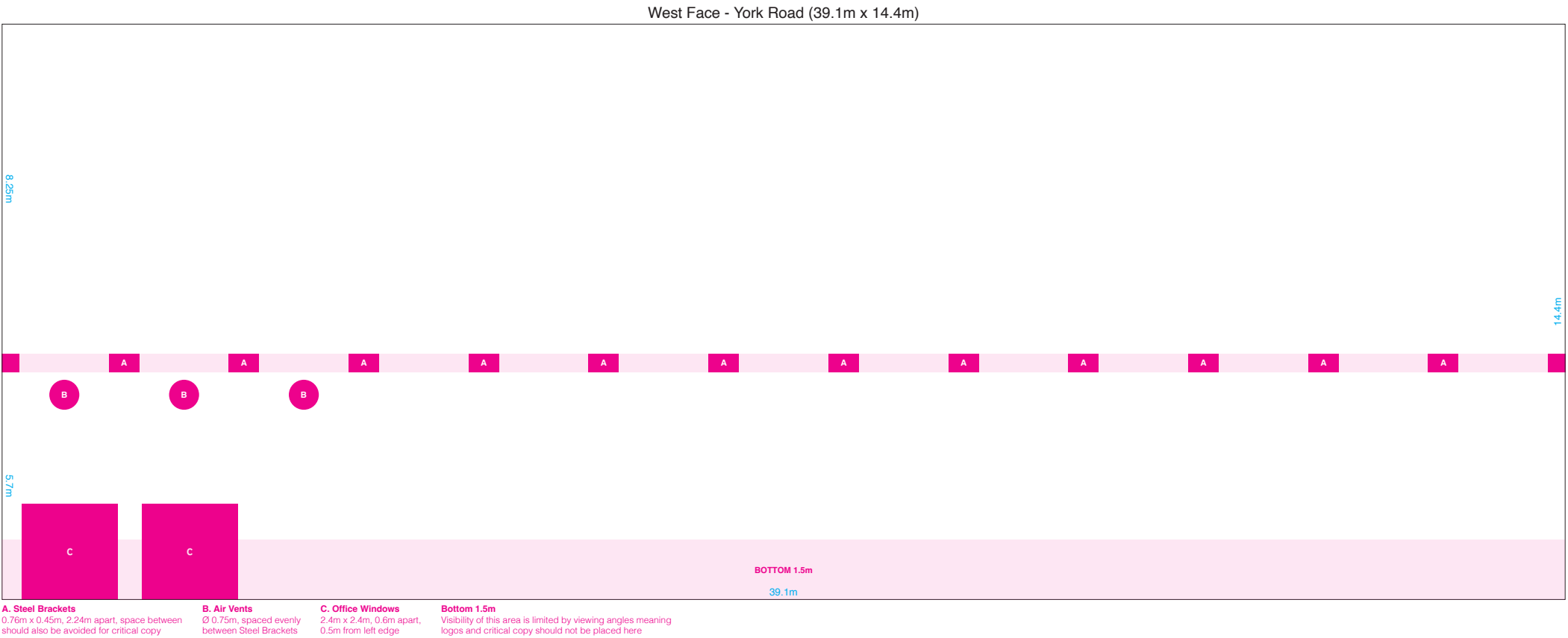
North Face - Waterloo Bridge (30.1m x 14.4m)



- 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

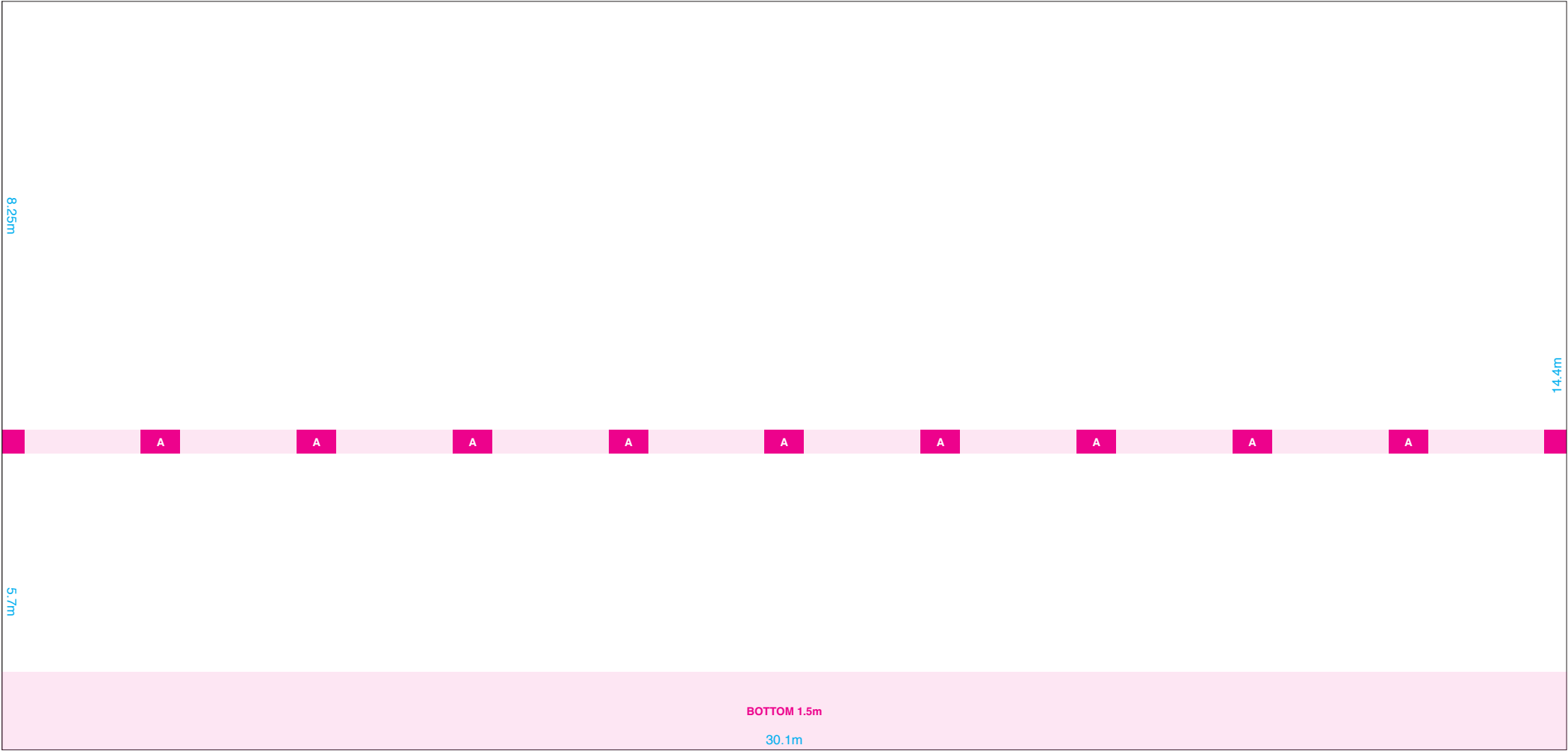


# The IMAX, Waterloo

## 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