

BUILDHOLLYWOOD **THE FAMILY**
DIABOLICAL JACK JACKARTS

PRINTING@BUILDHOLLYWOOD.CO.UK

Dearest client,

This is your instruction file, it is unique to your campaign and should be completed and returned at the same time as your artwork.

This is where we can preview your artwork and also hear any information at all that you think is relevant to the delivery of the campaign.

The completed instruction file must be sent in at the time you submit your artwork and must on the email as a separate attachment.

To complete the instruction file you need to:

1. Add thumbnails of all of your artwork with the file names, adding each design and each format on the relevant slide i.e 4 sheets on the 4 sheet slide and 48 sheets on the 48 sheet slide.

If you have bespoke formats in your campaign such as takeovers your Account Manger will ensure you have the correct slides tailored to your campaign.

2. Add in any and all relevant instructions for your campaign. These instructions go on the NOTES slide, things you may want to mention are:

- Significant dates
- Layout instructions
- Artwork instructions
- Site specific artwork
- Any information you feel is relevant to the successful delivery of your campaign

3. A few tips to help

- Inserting a low res version of the artwork will help keep the instruction file size down
- If you have one artwork on multiple sites, use one slide and list the sites in the top right corner

4. Handy documents.

- [Artwork Specs](#)
- [Print FAQs](#)
- Example instruction file

NOTES

DESIGNS

If you have more than one design how many of each design?

How should the multiple designs be distributed?

DATES

Are there any key dates for your campaign we should be made aware of?

Have you arranged photography or videography (other than through us) and if so what are the dates and times?

GENERAL DISTRIBUTION

Please note that general distribution artwork can not be site specific, it is even split only.

Please note that all instructions are requests until confirmed by your Account Manager

POSTING INSTRUCTIONS - 48 SHEETS

48 SHEET - CREATIVE 1

PLEASE PROVIDE A LIST OF THE SITES THAT YOU WANT THIS CREATIVE POSTING ON.

PLEASE USE SITE NAMES AS THEY ARE WRITTEN ON THE SITE LIST

(PLEASE DUPLICATE THIS SLIDE FOR ALL OF THE DIFFERENT 48 SHEET CREATIVE YOU ARE SUPPLYING)

(IF YOU ARE HAPPY FOR US TO PRINT AN EVEN NUMBER OF EACH CREATIVE AND POST THEM AT RANDOM,
PLEASE LEAVE THE BELOW LIST SPACE BLANK)

SITE NAME:

Highgate Road/Railway Bridge

Swiss Cottage

Wood Lane Westfield



FILE NAME:

INSERT HERE

QUANTITY: INSERT HERE

POSTING INSTRUCTIONS - 48 SHEETS

4x 48 SHEET
PLEASE SUPPLY A LOW RES SCREENSHOT OF YOUR 48 SHEET CREATIVE BELOW

SITE NAME:
East India Dock Road

BUILD

HOLLY

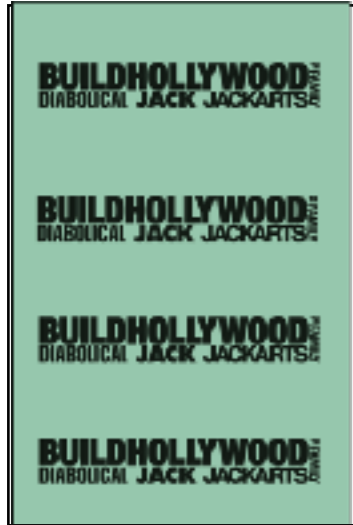


WOOD

TH

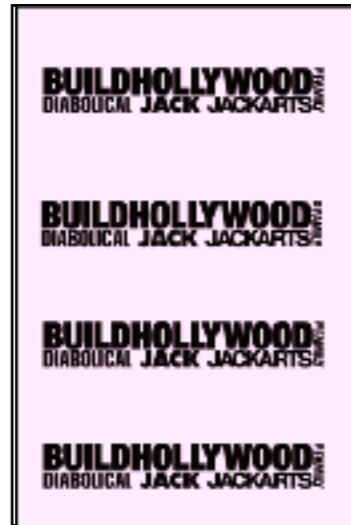
GENERAL DISTRIBUTION 4 SHEET CREATIVES

PLEASE SUPPLY A LOW RES SCREENSHOT OF EACH OF YOUR 4 SHEET CREATIVE BELOW AND HOW MANY OF THAT CREATIVE WILL NEED TO BE PRINTED TO ALLOW FOR ALL OF YOUR 4 SHEET TAKEOVER SITES, PLUS 10% SPARES



FILE NAME:
BHV1.pdf

QUANTITY: 25



FILE NAME:
BHV2.PDF

QUANTITY: 25

POSTING INSTRUCTIONS – 4 SHEET TAKEOVERS

SITE NAME:
Brixton Academy

4 SHEET TAKEOVER: 3 IN A ROW
PLEASE SUPPLY A VISUAL OF THE ORDER IN WHICH YOUR 4 SHEETS SHOULD BE POSTED



HAMMERSMITH BRIDGE ROAD TAKEOVER

4 SHEET TAKEOVER: 6 IN A ROW + 4 IN A ROW + 6 IN A ROW + 4 IN A ROW + 6 IN A ROW + 4 IN A ROW + 6 IN A ROW + 4 IN A ROW + 6 IN A ROW + 4 IN A ROW + 6 IN A ROW + 4 IN A ROW
PLEASE SUPPLY A VISUAL OF THE ORDER IN WHICH YOUR 4 SHEETS SHOULD BE POSTED

SITE PROFILE



POSTING INSTRUCTIONS – 4 SHEET TAKEOVERS

SITE NAME:
Stanley Road - 348-372

4 SHEET TAKEOVER: 9 IN A ROW
PLEASE SUPPLY A VISUAL OF THE ORDER IN WHICH YOUR 4 SHEETS SHOULD BE POSTED



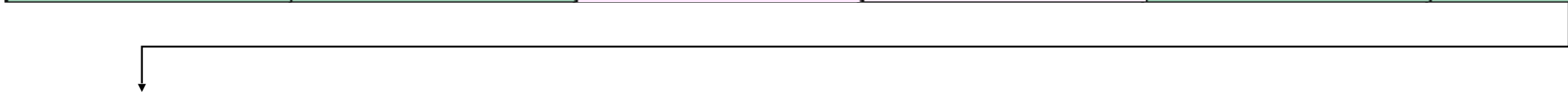
POSTING INSTRUCTIONS – 4 SHEET TAKEOVERS

SITE NAME:

St James Street/Nelson Street

4 SHEET TAKEOVER: 10 IN A ROW

PLEASE SUPPLY A VISUAL OF THE ORDER IN WHICH YOUR 4 SHEETS SHOULD BE POSTED

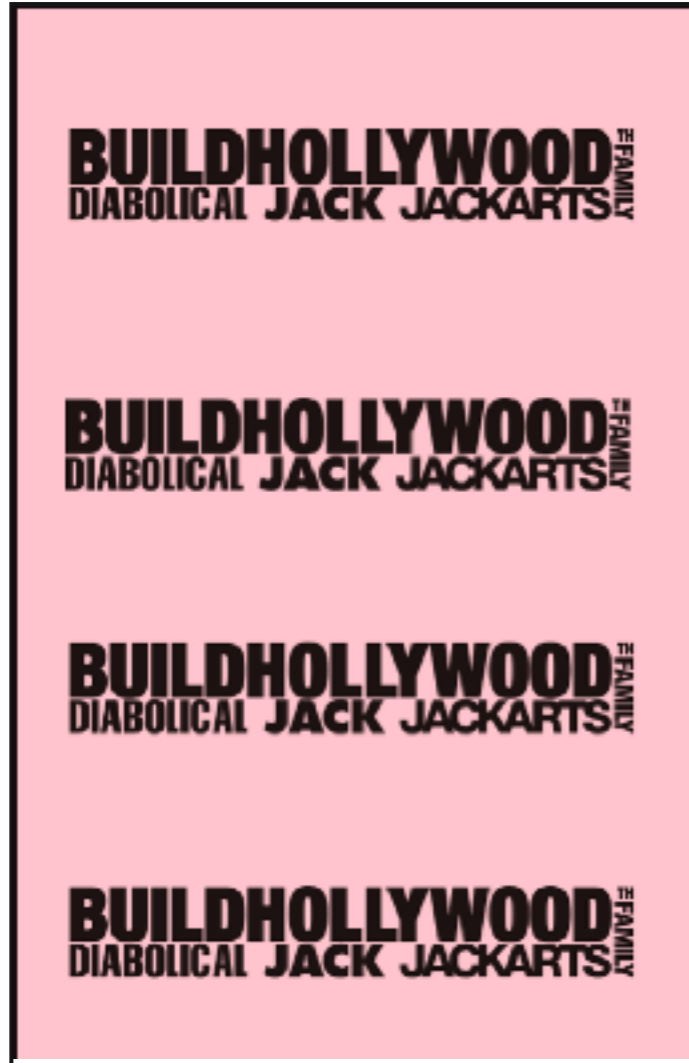


POSTING INSTRUCTIONS - 16 SHEETS

PLEASE SUPPLY A LOW RES SCREENSHOT OF YOUR 16 SHEET CREATIVE BELOW
(IF YOU ARE SUPPLYING MORE THAN 4 DIFFERENT CREATIVE, PLEASE DUPLICATE THIS SLIDE TO SHOW ALL CREATIVES)

SITE NAME:

147 Homerton High Street
Whitworth Street
Tib Street
297 Hornsey Road



FILE NAME:
INSERT HERE

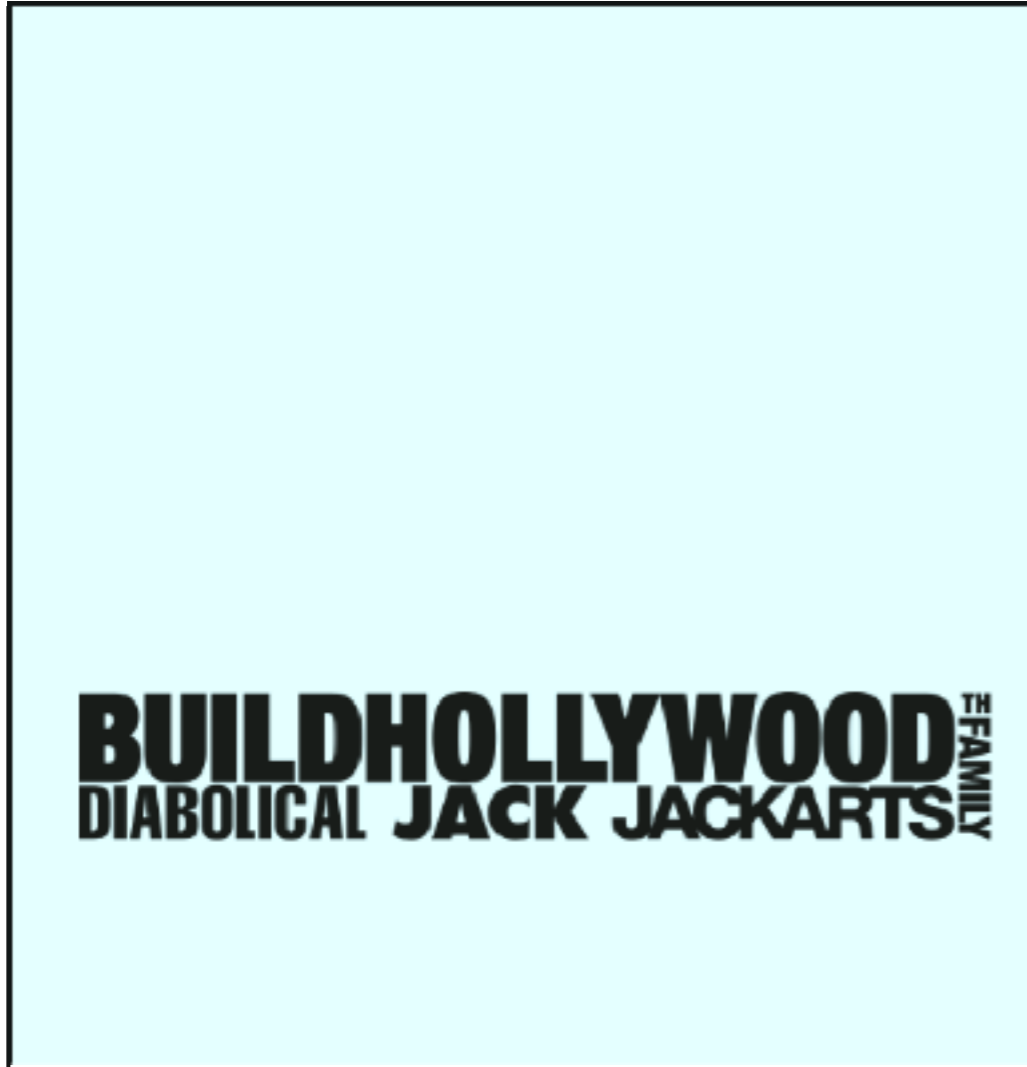
QUANTITY: INSERT HERE

POSTING INSTRUCTIONS - 24 SHEETS

PLEASE SUPPLY A LOW RES SCREENSHOT OF YOUR 24 SHEET CREATIVE BELOW
(IF YOU ARE SUPPLYING MORE THAN 4 DIFFERENT CREATIVE, PLEASE DUPLICATE THIS SLIDE TO SHOW ALL CREATIVES)

SITE NAME:

9-11 Paton Street
Shudehill Metro (Arndale Centre)



FILE NAME:
INSERT HERE

QUANTITY: INSERT HERE

SITE LIST

CITY / BOROUGH	SITENAME	FORMAT	QUANTITY	DATE UP
Liverpool	St James Street/Nelson Street	10x60x40	1	01/04/2024
Liverpool	Stanley Road - 348-372	9x60x40	1	25/03/2024
London East	147 Homerton High Street	16 Sheet	1	25/03/2024
London East	East India Dock Road	48 Sheet Takeover	1	25/03/2024
London East	East India Dock Road	48 Sheet	1	25/03/2024
London East	East India Dock Road	48 Sheet	1	25/03/2024
London East	East India Dock Road	48 Sheet	1	25/03/2024
London North	297 Hornsey Road	16 Sheet	1	25/03/2024
London North	370 Caledonian Road/Huntingdon Street	3x60x40	1	15/04/2024
London North	Highgate Road/Railway Bridge	48 Sheet	1	15/04/2024
London North	Swiss Cottage	48 Sheet	1	25/03/2024
London South	Brixton Academy	3x60x40	1	25/03/2024
London West	Wood Lane Westfield	48 Sheet	1	08/04/2024
London West	Hammersmith Bridge Road	4 Sheet Takeover	1	25/03/2024
Manchester	Whitworth Street	16 Sheet	1	08/04/2024
Manchester	Tib Street	16 Sheet	1	15/04/2024
Manchester	9-11 Paton Street	24 Sheet	1	08/04/2024
Manchester	Shudehill Metro (Arndale Centre)	24 Sheet	1	08/04/2024
Sheffield	General Distribution	4 Sheet	50	08/04/2024