Stylish. Innovative. Durable.

ADRail puts your message into the hands of millions of escalator passengers.

Simple logos often make the most effective ADRail campaigns. Our four colour process printing allows for a wide variety of dynamic design interpretations including images. Escalator handrails come into contact with thousands of people daily and may collect dirt. For this reason, please avoid the use of white or light colour backgrounds when possible.

Use bright colours and bold fonts to make your message stand out and capture attention.

Artwork Specifications:

Dimensions: 152mm x Up to 2000mm
Bleed: No bleed is required.
Accepted File Formats: .eps, .ai, .pdf (hi-res) or .tif
Fonts: Embed & convert all fonts to outlines or curves.
Linked Images: Embed all images & convert to CMYK
All images must be supplied at a minimum resolution of 300dpi

Colour Matching:

Pantone numbers should be supplied for specific spot colour matching.
For more specific colour matching, a print proof should be submitted to your ADRail distributor.

ADRail Template Available (Adobe Illustrator):

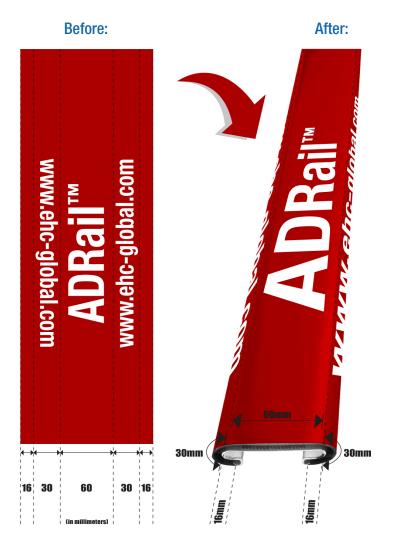To obtain an ADRail Template to assist in your design development, contact your ADRail distributor.

ADRail Design Workspace (Parameters):

60mm Center Area: Use this area for primary visual elements, messages and logos.

30mm Side Area: Use this area for additional data regarding the product or service (ie. website, name, location, date, etc.).

16mm Hidden Area: Use this area to extend the background of the design for visual appeal.

Below is an ADRail representation before and after application.

Before: After:

Artwork Submission: *www.ehc-global.com/en/handrail-advertising/uploader.html*

For examples of ADRail campaigns, please visit: *www.flickr.com/photos/escalator-advertising*