

ARTWORK DEADLINES

Final Artwork must be delivered to CBS Outdoor no less than 21 calendar days before the in-charge date to ensure that posting commences on time.

ARTWORK SPECIFICATIONS

CBS Outdoor can accept artworks in the following Mac-compatible formats; Quark, In-Design, Illustrator and Photoshop. Please supply the artwork on CD, DVD or FTP. All images must be scanned at hi-resolution, no less than 100dpi at full size. All screen and printer fonts must be supplied, if this is not possible all text must be created as outlines. A colour run-out or proof should also be supplied for reference purposes.

DISPLAY AREA

For all site types that are fixed into frames, the specification will give the Overall Size and the Display Area. Please keep all important text and images within the Display Area but feel free to bleed the background colours/images up to the Overall Size. Please be aware that if an artwork has text that has been created to the Display Area it will butt-up to the frame. If this is not the desired effect then please move the text even further inside the Display Area.

SITE DESCRIPTION & LIST

The Bank Globe includes a mixture of standard sites as well as various sized Vinyl Long Posters described below. Please note that the Vinyl Long Posters are applied directly to the wall and as such do not have a separate display area from their overall size.

Vinyl Long Posters x 9

Site A = 2,970mm x 1,490mm

Site B = 4,100mm x 1,490mm

Site C = 3,980mm x 1,490mm

Site D = 6,000mm x 1,490mm

Site E = 6,000mm x 1,490mm

Site F = 5,180mm x 1,490mm

Site G = 6,000mm x 1,490mm

Site H = 6,000mm x 1,490mm

Site I = 3,000mm x 1,490mm

12-Sheet Posters (glazed) x 6

Overall Size = 3,048mm x 1,524mm

Display Size = 2,977mm x 1,453mm

6-Sheet Posters x 12

Overall Size = 1,200mm x 1,800mm

Display Size = 1,150mm x 1,750mm

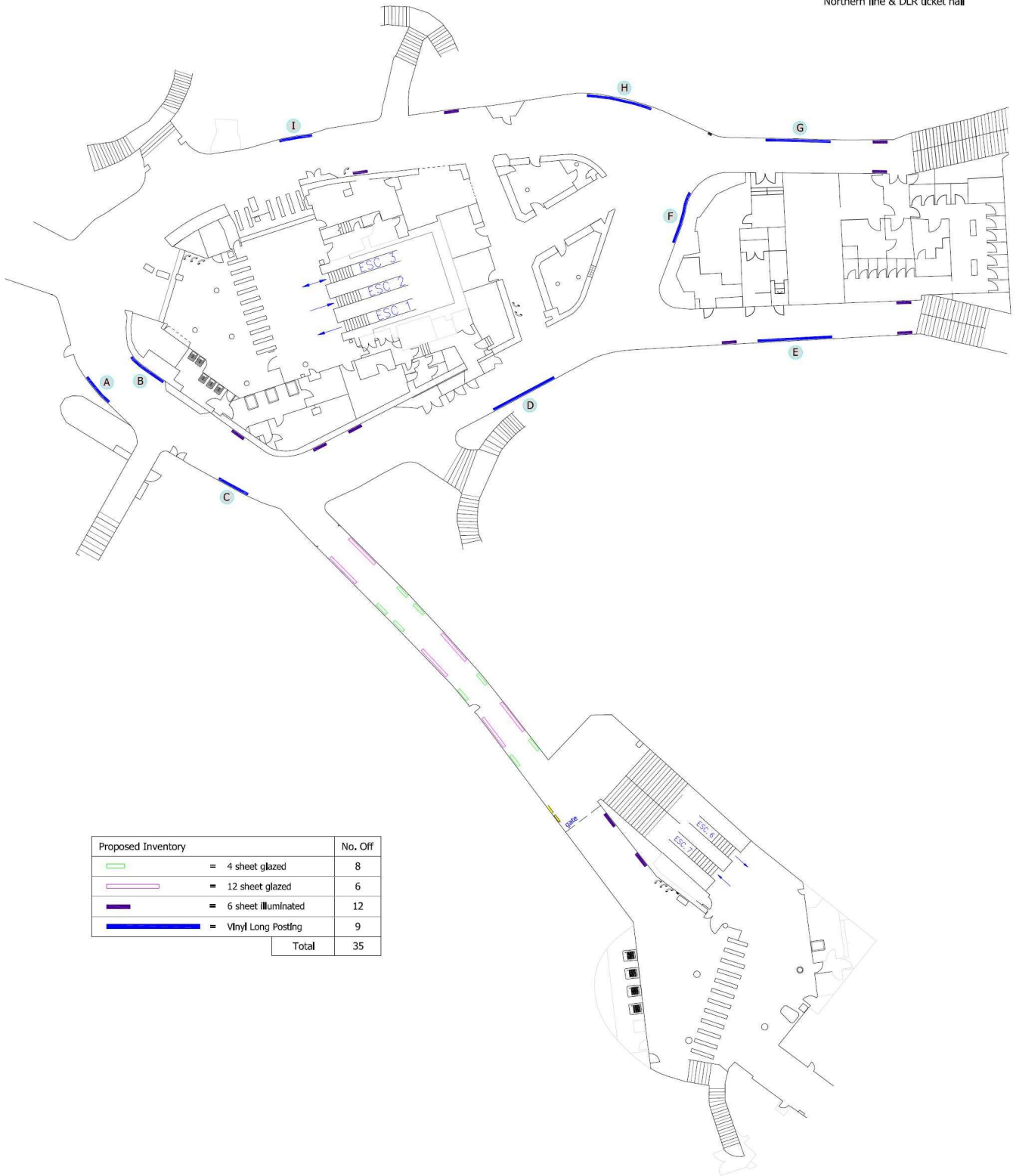
4-Sheet Posters (glazed) x 8





Overall Size = 1,016mm x 1,524mm

Display Size = 945mm x 1,453mm

SITE MAP

 **Bank & Monument**
 Central line Ticket Hall & Street entrances
 Northern line & DLR ticket hall



Proposed Inventory		No. Off
	= 4 sheet glazed	8
	= 12 sheet glazed	6
	= 6 sheet illuminated	12
	= Vinyl Long Posting	9
Total		35

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Drawing No.

Drawn by: **N. Edwards**

Sheet 1 of 1

Checked by:

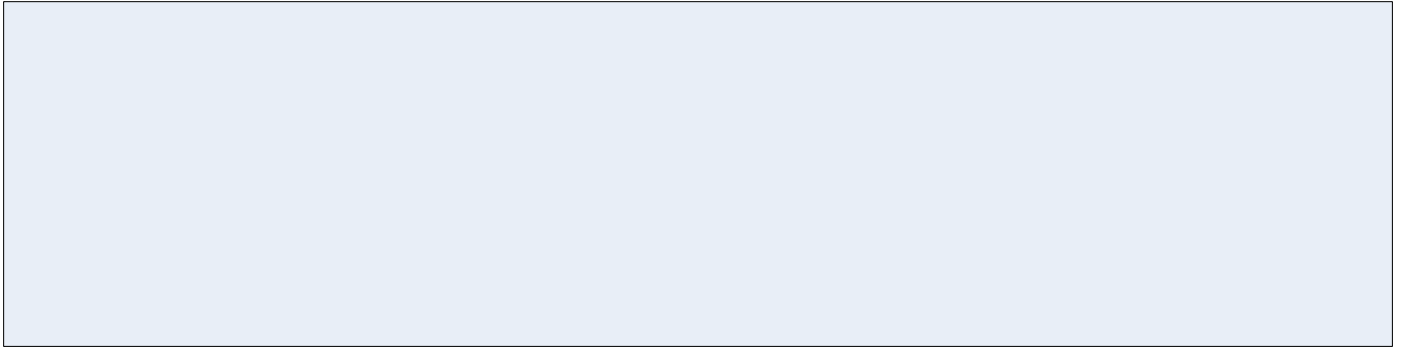
Version: **1**

PRL/DMI/GEN/BNK/3004/REV14

ARTWORK DIMENSIONS

All artwork is required to be set up at ¼ of full size with an additional 3mm bleed on all four sides.

For example for 'Vinyl Long Poster Site G' please set up artwork as below



OVERALL SIZE

1,500mm wide x 372.5mm high

ARTWORK DELIVERY ADDRESS/CONTACTS

Mark James/Emma Grimshaw
CBS Outdoor
Camden Wharf
28 Jamestown Road,
London
NW1 7BY

Kinetic & IPM Bookings:

Email: mark.james@cbsoutdoor.co.uk

Tel: 020 7428 3615

Posterscope Bookings:

Email: emma.grimshaw@cbsoutdoor.co.uk

Tel: 020 7428 2869

FTP: [ftp.cbsoutdoor.co.uk](ftp:cbsoutdoor.co.uk)

Username: external

Password: designer

CBS Outdoor will require a Purchase Order before proceeding with production.

COPY APPROVAL

Before posting can commence, every bus, rail and tram campaign must be submitted to CBS Outdoor for copy approval. This is to ensure that the Codes of Practice outlined by each of our franchise partners are being upheld.

To view the 'Codes of Practice and Guidelines' visit www.cbsoutdoor.co.uk.

Go to the 'Campaign Support' section and click on 'Copy Approval'.

To help in this process and to prevent unnecessary production costs, CBS Outdoor requires a colour copy of every design used in the campaign as soon as they are available. The colour copies must show the actual versions to be used in the campaign, be legible and show the entire poster.

For the Bank Globe - colour copies should be emailed to either:

mark.james@cbsoutdoor.co.uk **(Kinetic/IPM bookings)**

Or

emma.grimshaw@cbsoutdoor.co.uk **(Posterscope bookings)**

Alternatively colour run outs can be sent to the following address marked for either of the above:

CBS Outdoor
Camden Wharf
28 Jamestown Road
Camden
London NW1 7BY

CBS Outdoor assures you of a swift response. Thank you for your co-operation.