

pearl

Artwork Guidelines

Oxford Circus 5 Ways



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

Oxford Circus 5 Ways includes a mixture of standard sites as well as various sized Long Posters described below.

11m Long Posters x 3

Overall area = 11,264mm x 1,548mm

Display area = 11,240mm x 1,495mm

4m Long Poster x 1

Overall area = 4,096mm x 1,548mm

Display area = 4,050mm x 1,495mm

10m Long Poster x 1

Overall area = 10,300mm x 1,524mm

Display area = 10,250mm x 1,495mm

12-Sheet Posters (dry-posted) x 2

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

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

9m Long Poster x 1

Overall area = 9,275mm x 1,524mm

Display area = 9,225mm x 1,495mm

8-Sheet Poster x 1

Overall Size = 2,032mm x 1,548mm

Display Size = 2,024mm x 1,424mm

8m Long Posters x 2

Overall area = 8,192mm x 1,548mm

Display area = 8,155mm x 1,495mm

LEPs x 16

Overall Size = 419mm x 572mm

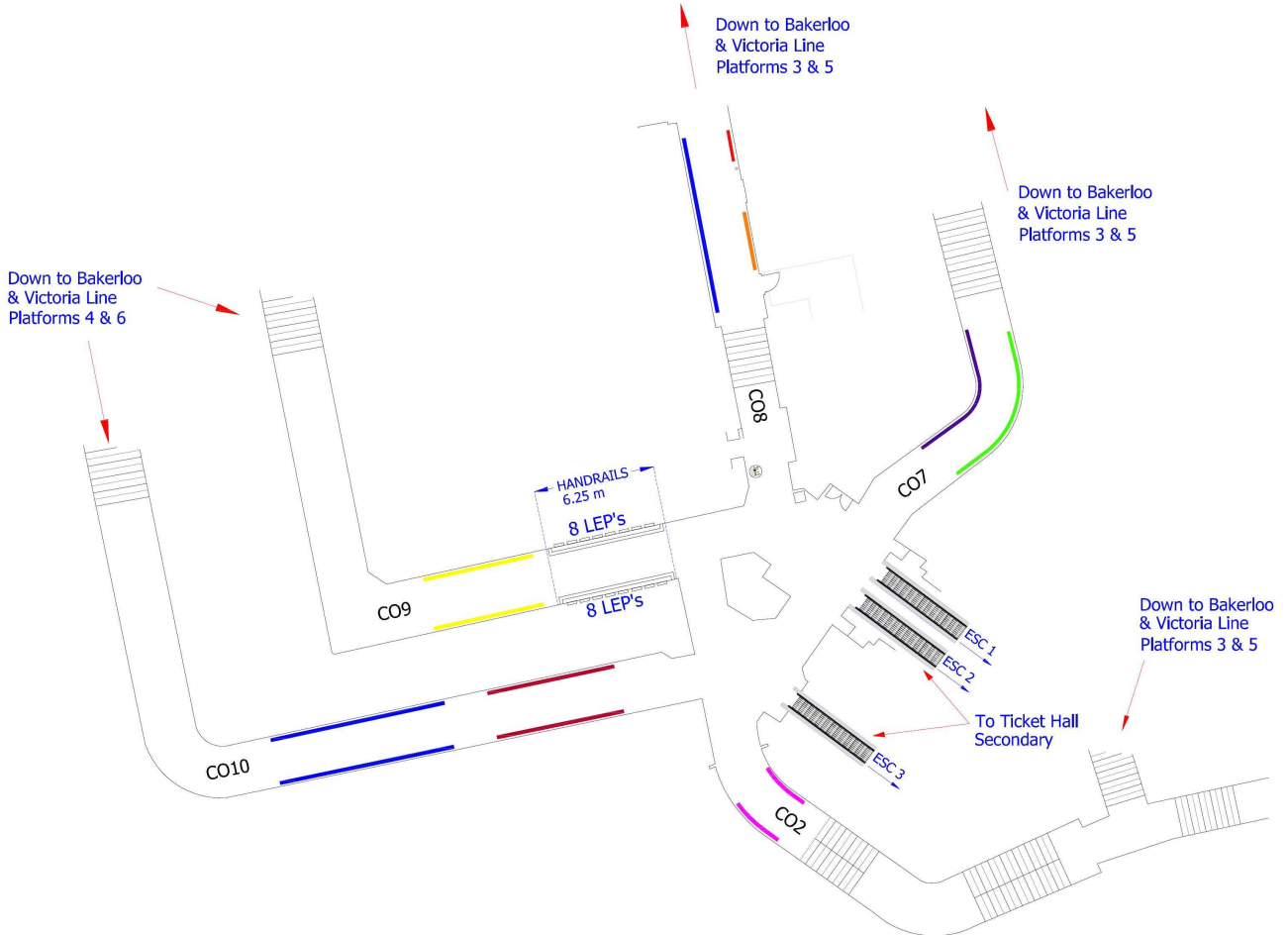
Display Size = 387mm x 540mm

7m Long Posters x 2

Overall area = 7,171mm x 1,548mm

Display area = 7,128mm x 1,495mm

SITE MAP



Proposed Inventory	No. Off
= 4m Long Posting	1
= 7m Long Posting	2
= 8m Long Posting	2
= 9m Long Posting	1
= 10m Long Posting	1
= 11m Long Posting	3
= 8 sheet non illuminated	1
= 12 sheet non illuminated	2
= Glazed LEP's	16
Total	29

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Drawing No.

Drawn by:

S. Bengtson

Sheet 1 of 1

Checked by:

Version:

1

PRL/DMI/GEN/OXC/3008/REV15

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 with the 7m Long Poster please set up artwork as below



OVERALL SIZE

1,792.75mm wide x 387mm high

DISPLAY AREA

1,782mm wide x 373.75mm high

ARTWORK DELIVERY ADDRESS/CONTACTS

Christian Bench
CBS Outdoor
Camden Wharf
28 Jamestown Road,
London
NW1 7BY
Tel: 020 7428 3662

Email: christian.bench@cbsoutdoor.co.uk

FTP: <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 Oxford Circus 5 Ways - colour copies should be emailed to:

christian.bench@cbsoutdoor.co.uk

Alternatively colour run outs can be sent to the following address marked for the attention 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.