



**OVERALL SIZE**  
1524mm x 3048mm

----- **DISPLAY AREA**  
1453mm x 2977mm

**CBS OUTDOOR WILL REFUSE TO ACCEPT ANY DELIVERIES THAT DO NOT CONFORM TO THESE SPECIFICATIONS**

#### **DELIVERY DEADLINE AND POSTING CYCLE**

Posters must be produced to the exact specification set out below and delivered 14 calendar days before the 'In-charge' date of the campaign. Campaigns are then posted on a 7 calendar day cycle (excluding Bank Holidays) which commences before the 'In-charge' date.

**Please note:** CBS Outdoor is not liable for compensation claims against any campaign where posters have been received after the delivery deadline. All posters received after the delivery deadline will not be posted until the next available posting cycle for this site type.

#### **COPY APPROVAL**

Before posting can commence, every National Rail campaign must be submitted to CBS Outdoor for copy approval. This is to ensure that the Codes of Practice outlined by our franchise partner are being upheld. See **Copy Approval** on page 3.

#### **DISPLAY AREA**

For all site types that are fixed into back-lit boxes, 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.

#### **MATERIALS**

Posters will not be accepted if printed on any photographic or vinyl materials. CBS Outdoor will also refuse to accept any posters that have been varnished, laminated or encapsulated as none of these processes conform to the required fire regulations.

150gsm cartridge paper, coated on both sides.

#### **PRINTING**

All posters must be printed as a single sheet of paper.

#### **DIGITAL PRINTING**

In the interest of producing a good quality display, please choose a digital printing method that will give a good depth of colour, as some prints can look pale and washed-out when back-lit. Please contact the CBS Outdoor Production department on 020 7482 3000 for further advice.

#### **CBS OUTDOOR POSTER DESPATCH FORM**

For each campaign, the CBS Outdoor Poster Despatch Form will provide information with regard to the number of sites at each station along with all the relevant delivery addresses. If you require a copy, please contact CBS Outdoor Customer Service on 020 7482 3000 and quote the campaign reference.

#### **SPARE POSTERS**

CBS Outdoor will always require additional 'spare' posters to refurbish campaigns. *Continued on page 2.*

**Special note for illuminated units:** The CBS Outdoor Poster Despatch Form **does not** include spares. For every campaign produced, please add 20% spares.

**Special note for scrolling units:** To insure a good-quality display on all campaigns of up to 4 weeks or more, CBS Outdoor advises that the campaign should be completely reposted after every 4 weeks. Therefore the appropriate amount of posters should be supplied with the requisite 20% spares. If an advertiser chooses to ignore this advice then CBS Outdoor cannot be held responsible for any poor-quality displays that may occur as a result.

For a campaign of less than 20 sites, contact CBS Outdoor Customer Service on 020 7482 3000 for the quantity of posters to be produced.

## TRIMMING

Posters must be trimmed to the exact Overall Size.

**Special note for scrolling units:** It is critical that the posters are trimmed square as any variation may result in the posters tearing during installation. CBS Outdoor will refuse to accept any posters that are trimmed incorrectly.

## POSTER COLLATION AND PACKING

Please deliver the posters rolled in cardboard tubes with plastic lids on each end. The cardboard tubes must be 'padded-out' at each end with bubble-wrap to protect the poster edges. No more than 10 posters per tube. A label indicating the advertisement and quantity of posters must be attached to both of the plastic lids. Posters delivered in this way will be accepted on pallets.

## DELIVERY NOTES

Every consignment of posters delivered must have a Delivery Note attached indicating the advertiser, the number of designs, a title for each of the designs and the quantity of each design.

## POSTER DELIVERY ADDRESS

CBS Outdoor is not responsible for the delivery of your posters. Please contact CBS Outdoor Customer Service on 020 7482 3000 for a copy of the Poster Despatch Form.

## CHANGES OF DESIGN

Charges for changes of design are available on request and subject to written agreement from both parties.

Fixing costs are not subject to Agency or Specialist commission.

Exact dates for changes of design are subject to posting cycle workload. Please contact your Account Manager or CBS Outdoor Customer Service on 020 7482 3000 for more details.

Illuminated or scrolling sites cannot be changed by use of a slip.

## DISPOSAL OF SPARE POSTERS

Please notify CBS Outdoor in writing if you wish to retain spare posters after a campaign has ended. A small storage charge will be made. Otherwise posters will be disposed of 10 days after the campaign has ended. CBS Outdoor, Camden Wharf, 28 Jamestown Road, Camden, London NW1 7BY.

## 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](http://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 **pdf** of each design used in the campaign as soon as it is available. The **pdf** must show the actual version to be used in the campaign, be legible and show the entire poster.

The **pdf** must be emailed to [copy.approval@cbsoutdoor.co.uk](mailto:copy.approval@cbsoutdoor.co.uk)  
To speed-up the process, please indicate in the 'Subject' field, whether the pdf is for: Bus, London Underground, National Rail, Tram or Belfast.

Alternatively, send a colour hard copy of the design to the following address:

CBS Outdoor - Copy Approval  
Camden Wharf  
28 Jamestown Road  
Camden  
London NW1 7BY

Again, please indicate on the front of the envelope whether the hard copy is for: Bus, London Underground, National Rail, Tram or Belfast.

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

**PLEASE NOTE: This address is for Copy Approvals only.  
Do not send artworks or finished posters to this address.**