



**OVERALL SIZE**  
3048mm x 12192mm

----- **DISPLAY AREA**  
2948mm x 11892mm - See below

**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 9 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 partners are being upheld. See **Copy Approval** on page 3.

**DISPLAY AREA**

Due to paper-stretch when wet-posting, CBS Outdoor strongly suggests that advertisers pay particular attention to the Display Area. Background images and colours can be bled up to the Overall Size but all important text and images must be positioned no less than 300mm from the right-hand edge and 100mm from the bottom edge. This will ensure that no important text or images are lost behind the framework of the hoarding.

**MATERIALS**

Posters or slips 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 are compatible with wet-posting.

SCREEN PRINTING: 105-120gsm Opacified **UNCOATED** MG poster paper with a blue backing.

LITHO PRINTING: 105-120gsm Opacified **COATED** MG poster paper with a blue backing.

**INKS**

All 96 Sheets on National Rail are wet-posted therefore only solvent inks can be used as UV or water-based inks are not compatible for wet-posting.

**PRINTING**

Prior to posting, CBS Outdoor will either hand- or machine-fold all posters. Variations in the compatibility of ink, paper and drying method can cause a reduction in the paper's durability and may cause the paper to crack or tear during folding or posting. Therefore each ink, paper and drying combination should be thoroughly tested for suitability before commencing with poster production. Please contact the CBS Outdoor Safety, Quality & Environment department on 020 7482 3000 for assistance with folding and posting trials.

CBS Outdoor will not accept responsibility for folding or posting failures that may occur due to ink, paper or drying incompatibilities.

CBS Outdoor will not accept posters that are printed in a landscape format.

**DIGITAL PRINTING**

If you intend to digitally-print your posters, 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.*

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

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 AND FINISHING

Posters must be trimmed to the Overall Size within the stated tolerances: Width = 12172mm to 12192mm. Depth = 3028mm to 3048mm.

All 24 sections must be printed on individual sheets, measuring 1524mm deep x 1016mm wide with additional UNPRINTED overlaps suitable for posting left-to-right and top-to-bottom. See below for more details.

## OVERLAPS - Please refer to the line drawing at the beginning of this specification.

Panels 1, 2, 5, 6, 9, 10, 13, 14, 17, 18 and 21 will require a 10mm UNPRINTED overlap on the right-hand edge.

Panel 22 will not require any overlaps.

Panels 3, 4, 7, 8, 11, 12, 15, 16, 19, 20 and 23 will require a 10mm UNPRINTED overlap on the right-hand edge and the top edge.

Panel 24 will require a 10mm UNPRINTED overlap on the top edge.

## POSTER COLLATION AND PACKING

Please deliver posters collated in the sequence shown in the line drawing, folded and wrapped in packages of no more than 5.

Posters delivered in this way will be accepted on pallets.

## POSTER LAYOUTS

A poster layout must be included inside every package and another attached to the outside.

## 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 ADDRESSES

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.

Designs may be changed by use of a slip. These must be printed on self-adhesive paper with a crack-back, peel-off backing. Please contact the CBS Outdoor Production department on 020 7482 3000 for more details.

## 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.**