

OVERALL SIZE
420mm x 297mm

----- **DISPLAY AREA**
394mm x 272mm

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 6 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.

BARCODING

Every campaign must have the appropriate barcode printed on all posters. See **Barcoding of National Rail Campaigns** on pages 4 and 5.

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.

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.

Please print directly onto 750 micron folding box board. Alternatively, print your posters on 135gsm coated art paper and then mount them onto 750 micron folding box board.

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 along with the relevant delivery address. 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.

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

All posters must be trimmed to the exact Overall Size.

POSTER COLLATION AND PACKING

Please deliver posters flat and wrapped in packages of no more than 100. 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 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.

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
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
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.**

Industry first

CBS Outdoor has introduced the first national, computerised barcoding system which will be used to monitor the rail medium. The system provides instant information about the posting of advertisers' campaigns, bringing greater accountability to the medium.

More accountability

Barcoding gives advertisers accurate information about the fixing and location of their campaigns. The central computer is programmed to automatically verify information and constantly monitor the performance of each fixing team.

Tracking of campaigns

The system consists of a hand-held scanner which the fixers use to read the barcode on the poster and record the site number. Every campaign has its own unique code. During posting the barcode is scanned and the site number recorded. The posting information is then down-loaded via modem to CBS Outdoor's database. The database compiles an accurate report of the posting, enabling CBS Outdoor to issue 'Confirmation of Posting' details.

Fast and efficient

The system gives advertisers fast, accurate information about their advertising campaign. It utilises the latest barcoding technology to monitor fixing of campaigns on CBS Outdoor's rail inventory. The process uses a fool-proof input system which only permits known site numbers to be input and removes the possibility of incorrect allocation.

Creating the barcode

The barcode can be created on Apple Macintosh Software using a package called 'MacBarcoda', this produces a 'Code 39' type of barcode. Simply enter the number shown above the barcode and the software will create the barcode you require. This barcode can then be imported into your client's artwork document as an EPS or scan.

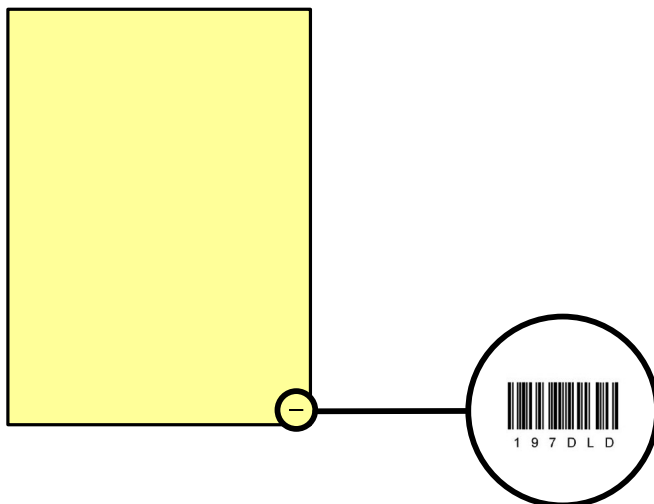
Colours

Ideally the barcode should be printed in black or dark blue, if this is not possible another dark colour will suffice as long as it is printed onto a light-coloured background, this will enable the hand-held scanner to pick-up the contrast between the two colours. Never print the barcode in red as the scanner does not recognise any shade of red.

Do not print the barcode in a dark colour on a dark background; if this situation arises create a white area, larger than the barcode, in the background colour or image and position the barcode accordingly.

Positioning the barcode

In order for the system to operate efficiently, barcodes must be placed in the bottom right-hand corner of all posters, 50mm from each edge as indicated in the example below.



If printing the barcode in the position indicated interferes with your client's creative copy, feel free to re-position the barcode anywhere on the poster but please keep it 50mm from any edge.

Reprints

If you are reprinting posters used on a previous campaign, you do not require a new barcode; however, you must contact CBS Outdoor Customer Service on 020 7482 3000 and inform them of the barcode that you are printing.

Passenger Panels

These are a smaller site type that are viewed at close quarters but will still require a barcode. To lessen the impact of the barcode you can print it at half the normal depth but do not alter the width. See the examples below.

Full size



1 9 7 D L D

Half depth



1 9 7 D L D

The barcode for each campaign can be provided at any time but will be issued automatically at the time of booking with the Confirmation of Order.

Should you have any questions or require further information, please contact either CBS Outdoor Customer Service or CBS Outdoor Production on 020 7482 3000.