



OVERALL SIZE
3048mm x 6096mm

----- **DISPLAY AREA**
2878mm x 5926mm

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 4.

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 and PRINTING

Posters must be digitally-printed using UV inks with an over-laminate applied to the finished poster. *Please refer to page 3 for full details.*

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

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

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 should be finished to the exact Overall Size.

All 4 sections must be printed on individual sheets, measuring 3048mm deep x 1524mm wide with additional UNPRINTED overlaps suitable for posting left-to-right. See page 2 for more details.

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

Panels 1, 2, and 3 will require a 10mm UNPRINTED overlap on the right-hand edge.
Panel 4 will not require any overlaps.

POSTER COLLATION AND PACKING

Please collate and roll a complete 48 Sheet in the sequence shown in the line drawing at the beginning of this specification with the design out.

Each 48 Sheet must be delivered in a cardboard tube with a plastic lid on each end. The cardboard tube must be 'padded-out' at each end with bubble-wrap to protect the poster edges. No more than one poster per tube. A label indicating the campaign reference and advertiser must be attached to each of the plastic lids. 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 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.

Designs may be changed by use of a slip. These should be printed on the same vinyl stock as the original poster. 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.

GENERAL NOTES

- Permanent adhesives and materials with unmarked backing sheets will not be accepted.
- Posters printed on any photographic or reflective materials cannot be accepted. CBS Outdoor will also refuse to accept any poster produced with Pre-spaced Vinyl Cut Lettering.

DIGITAL - Solvent

VINYLS and OVER-LAMINATES

Please use 100 micron removable self-adhesive vinyl of the following makes only as they have been tested and approved by CBS Outdoor:

AVERY DENNISON IPMI 7112 or the **MPI-300I** range when used with a **DOL 3000 Over-laminating Film**. **MACTAC IMAGin JT5000** range when used with an **LF3000 Over-laminating Film**. **RITRAMA RI-JET 100, RI-AP, Code 05049** when used with an **RI 2067 Over-laminating Film**.

All vinyls must be over-laminated, failure to do so will result in a deterioration of the printed surface.

INKS

When digitally-printing onto any of the approved vinyls with solvent-based inks, CBS Outdoor recommends the following ink ranges, all of which are suitable for transport advertising:

SERICOL - Colour+ Solvent Digital Ink Systems. This ink range is compatible with a wide range of large-format, solvent-based, digital print machines. Please go to www.fujifilmsericol.co.uk for more details and Information Sheets. **SUN CHEMICALS – Streamline Superwide Format**. This ink range is compatible with a wide range of large-format, solvent-based, digital print machines. Please go to www.sunchemical.com for more details and Information Sheets.

HEAVY INK COVERAGE

The over-loading of ink in solid areas of colour must be avoided. This should be accomplished by adjusting your RIP software settings so that 'Ink Limiting' is set to a maximum of 200%. This should still allow enough ink saturation to give a good colour gamut without too much ink being laid down.

CURING

Each individual poster must be allowed to 'cure' before being over-laminated, trimmed and collated ready for despatch. CBS Outdoor insists that all digitally-printed posters must be allowed to 'cure' for at least 24 hours after printing.

Incompatibility between the vinyl, ink and curing method will cause a reduction in the vinyl's durability and result in problems with 'scratching', 'curling', 'stretching' or 'embrittlement', this in turn, will result in vinyl failure. Each vinyl, ink and curing combination should be thoroughly tested for suitability before commencing with poster production. For more advice please contact the vinyl and ink manufacturers. CBS Outdoor will not accept responsibility for vinyl failures that may occur due to vinyl, ink or curing incompatibilities.

DIGITAL – UV

VINYLS and OVERLAMINATES

Please use 100 micron removable self-adhesive vinyl of the following makes only as they have been tested and approved by CBS Outdoor:

AVERY DENNISON MPI-300I range when used with a **DOL 3000 Over-laminating Film**. **MACTAC IMAGin JT5000** range when used with an **LF3000 Over-laminating Film**. **RITRAMA RI-JET 100, RI-AP, Code 05049** when used with an **RI 2067 Over-laminating Film**.

All vinyls must be over-laminated, failure to do so will result in a deterioration of the printed surface.

INKS

When digitally-printing onto any of the approved vinyls, CBS Outdoor recommends the following ink ranges, all of which are suitable for transport advertising:

SERICOL - Uvijet UV Digital Inks. This ink range is compatible with a wide range of large-format, UV-based, digital print machines. Please go to www.fujifilmsericol.co.uk for more details and Information Sheets. **SUN CHEMICALS – Crystal URR and Crystal UFE**. Both of these ink ranges are compatible with a wide range of large-format, UV-based, digital print machines. Please go to www.sunchemical.com for more details and Information Sheets.

HEAVY INK COVERAGE

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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.**