



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

MATERIALS

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.

Please use 90 micron removable self-adhesive clear vinyl of the following make only as it has been tested and approved by CBS Outdoor:

EVERY 440 gloss transparent.

Permanent adhesives and materials with unmarked backing sheets will not be accepted.

INKS

When screen-printing onto the approved vinyl, CBS Outdoor recommends the following ink ranges, all of which are suitable for transit advertising:

UV CURING INKS

SUN CHEMICALS – Harmony HRN series, Vioflex 4000 series, Solarsilk SLK series and Synergy series. **SERICOL** – Uviplast HiFlex ES Trichromatics and Uvispeed Multiflash UZ.

SOLVENT-BASED INKS

SUN CHEMICALS – Vynaglaze 4700 series and Flexijet 4800 series. **SERICOL** – Plastijet TL Trichromatics and Plastijet XG.

Please note: Variations in the compatibility of ink, vinyl and drying method can cause a reduction in the vinyl's durability and may cause the vinyl to become brittle, therefore each ink, vinyl and drying 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 ink, vinyl or drying incompatibilities.

PRINTING

Please note that Window Vinyls are double-sided and can be accepted in either a landscape or portrait format.

For the best quality of display, one of the designs should be printed first, reverse-reading, followed by a white/silver/white combination to give maximum opacity. The second design should then be printed, right-reading.

If you are printing a different design on each side of the vinyl you should be aware that all Window Vinyls are applied to the outside of the window therefore the design with the adhesive coating will always face into the carriage whilst the non-adhesive design will always face outwards.

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. Please ensure that the edges are fully protected to avoid damage in transit. Folded vinyls cannot be accepted.

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.**