



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 Tram 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 100 micron removable self-adhesive CLEAR vinyl of the following make only as it has been tested and approved by CBS Outdoor:

RITRAMA RI-JET 100.

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

PRINTING

For the best quality of display, one of the images should be printed first, reverse-reading, followed by a white/silver/white combination to give maximum opacity. The second image 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 Interior Double-siders 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

The CBS Outdoor Poster Despatch Form will give all the relevant information for each campaign with regard to quantities and delivery addresses. If you require a copy, please contact the CBS Outdoor Customer Service department on 020 7482 3000 and quote the campaign reference.

SPARE POSTERS

CBS Outdoor will always require additional 'spare' posters to refurbish campaigns. The quantities shown on the CBS Outdoor Poster Despatch Form will include the required number of spares.

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 posters cannot be accepted.

QUALITY ASSURANCE DOCUMENTATION

All deliveries will require documentation giving details of Quality Assurance Checks. This must clearly identify the following information: campaign reference(s), print method, ink details and drying method. CBS Outdoor will also require the name of the person who carried out the Quality Assurance Checks for that particular consignment.

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 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 Customer Service 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.**