

**OVERALL SIZE**  
195mm x 735mm

----- **DISPLAY AREA**  
183mm x 723mm

**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.

#### **BARCODING**

Every campaign must have the appropriate barcode printed on all posters. See **Barcoding of Tram 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 300 micron coated artboard.

#### **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 50. Posters delivered in this way will be accepted on pallets.

#### **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](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.**

## Industry first

CBS Outdoor has introduced the first national, computerised barcoding system which will be used to monitor the tram 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 tram number. Every campaign has its own unique code. During posting the barcode is scanned and the bus 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 tram advertising campaign. It utilises the latest barcoding technology to monitor fixing of campaigns on CBS Outdoor's network of fleets. 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.

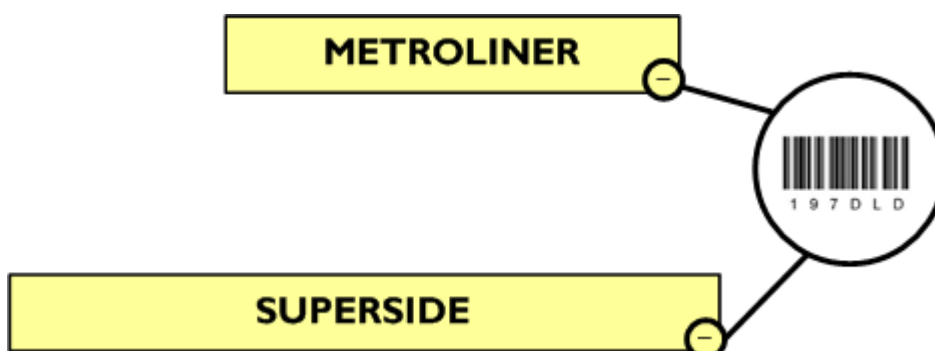
Do not print the barcode in a dark colour on a dark background; if this situation arises create a white area, larger than the barcode, in the background colour or image and position the barcode accordingly.

## Different site types

CBS Outdoor will issue a different barcode for each site type you are printing. For example, if the campaign involves Supersides, Metroliners and Passenger Panels, you will receive three different barcodes.

## 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 examples below.



If printing the barcode in the position indicated interferes with your client's creative copy, feel free to re-position the barcode but please keep it 50mm from any edge and as near to the bottom right-hand corner as possible on all Supersides.

## 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.

## Tram Passenger Panels, Interiors and Escalator Panels

These are smaller site types 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.

All CBS Outdoor tram campaigns must be barcoded.

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