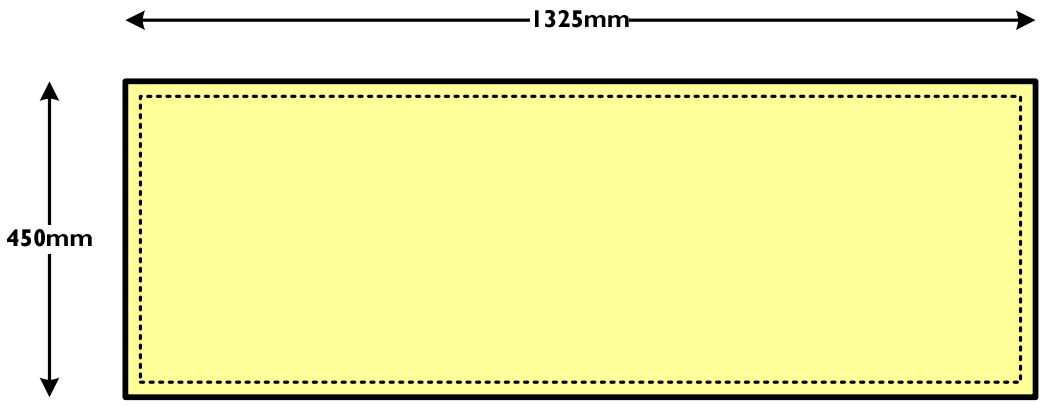
SOLUS REARS – Belfast



OVERALL SIZE
450mm x 1325mm

- - - - - - - - DISPLAY AREA
400mm x 1275mm

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 7 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 Bus 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 5.*

BARCODING
Every campaign must have the appropriate barcode printed on all posters. *See **Barcoding of Bus Campaigns** on pages 6 and 7.*

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.
Please note: CBS Outdoor strongly recommends that you do not use the frame as a 'cropping device' for corporate logos and borders as 100% accuracy cannot be guaranteed.

MATERIALS and **PRINTING**
Please refer to pages 3 and 4 for full details.

PROTECTIVE FINISH
The rear of a bus takes the most punishment from bus-wash brushes, therefore CBS Outdoor insists that a clear machine or UV varnish **must** be applied to the poster surface. For vinyl campaigns of longer than 12 weeks, an over-laminate **must** be applied to the printed poster to protect the image.

CBS OUTDOOR POSTER DESPATCH FORM
The CBS Outdoor Poster Despatch Form will give all the relevant information for each campaign with regard to quantities, collation details and delivery addresses. If you require a copy, please contact the CBS Outdoor on 028 9032 2333 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 on a pallet. A tab must be inserted between every 50th vinyl. The pallet must be bound securely, ensuring the poster edges are fully protected to avoid damage in transit.

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 ADDRESS
CBS Outdoor Service Depot, Unit F9, Dundonald Enterprise Park, Carrowreagh Road, Dundonald BT16 1QT.

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 on 028 9032 2333 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, Glendinning House, 6 Murray Street, Belfast BT1 6DN.

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-3001** 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 **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 MPI-3001 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
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.

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.

SCREEN

VINYLS
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 FASSON FASCAL Superscreen 100. MACTAC MACAL 8129/MR980, 8129/MR180. ORACAL 1665 Bus Vinyl. RITRAMA R1.145/100 VM Removable.

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

SOLVENT-BASED INKS - SUN CHEMICALS Vynaglaze 4700 series and **Flexijet 4800 series.**
SERICOL Plastijet TL Trichromatics and **Plastijet XG.**

UV CURING INKS - SUN CHEMICALS Harmony HRN series, Vioflex 4000 series, Solarsilk SLK series and **Synergy SRG series.**
SERICOL Uviplast HiFlex ES Trichromatics, Uvispeed Multiflash UZ and **Aquaspeed Display VQ/YZ.**

PROTECTIVE FINISH
For maximum durability on long-term campaigns, CBS Outdoor suggests a clear machine or UV varnish should be applied to the poster.

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.

LITHO

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

AVERY DENNISON FASSON FASCAL Superscreen 100.

INK and VARNISH
When litho-printing onto the approved vinyl, CBS Outdoor recommends the following ink range and high-rub varnish, both of which are suitable for transport advertising:

UV CURING INK - SUN CHEMICALS Suncure Display Lightfast 4 Colour Set USD70, USD68, USD64 and **USD78.**

HIGH-RUB VARNISH - SUN CHEMICALS CDV7199.

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.

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.

BARCODING OF BUS CAMPAIGNS

Industry first
CBS Outdoor has introduced the first national, computerised barcoding system which will be used to monitor the bus 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 bus 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.

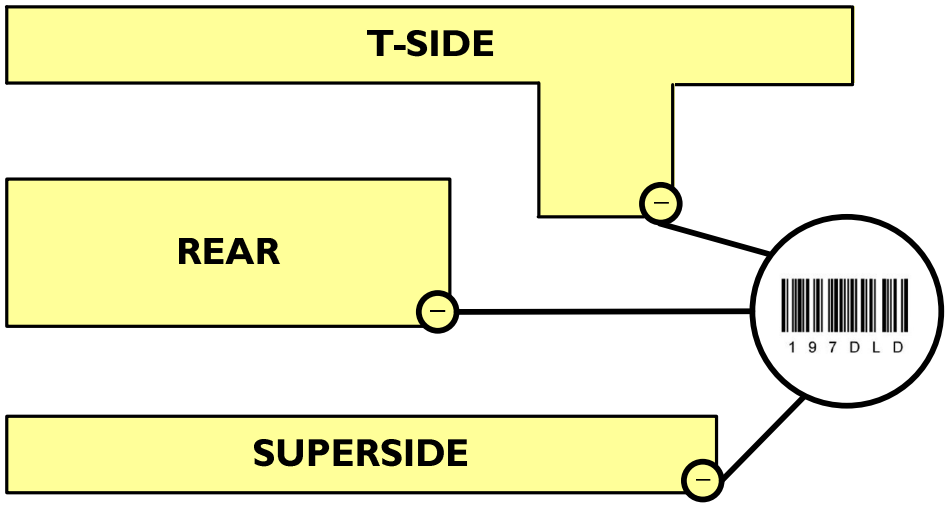
Fast and efficient
The system gives advertisers fast, accurate information about their bus advertising campaign. It utilises the latest barcoding technology to monitor fixing of campaigns on CBS Outdoor's network of fleets. The process uses a fool-proof input system which only permits known site numbers 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, Streetliners and Super Rears, you will receive three different barcodes. If you are producing different combinations of T-Sides i.e. Centre Stem, Off-Centre Stem and Forward Stem, the same barcode can be used for all three configurations.

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 T-Sides and Supersides.

BARCODING OF BUS CAMPAIGNS

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.

XL Passenger Panels, Super Headliners, Bus Passenger Panels (Portrait) and Bus Passenger 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

Half depth

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 bus 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.