



**OVERALL SIZE**  
1524mm x 3048mm

----- **DISPLAY AREA**  
1453mm x 2977mm

**CBS OUTDOOR WILL REFUSE TO ACCEPT ANY DELIVERIES THAT DO NOT CONFORM TO THESE SPECIFICATIONS**

CBS Outdoor is now embarking on a complete refurbishment of all its sites on the London Underground. A major part of this extensive programme will be the installation of brand new, slimline, glazed 12 Sheet units.

This now means that every **General Distribution** campaign of 12 Sheets will contain 'conventional' and 'glazed' sites.

Posters for the conventional sites will need to be printed in three pieces on blueback poster paper and the new glazed sites will require posters to be printed in one piece, again on blueback poster paper.

A certain percentage of the three-piece posters will also need to be delivered 'flat' with the balance supplied 'folded'.

**Please be aware that the posting of your campaign is at risk if the required number of one-piece posters are not received.**

**Please contact CBS Outdoor Customer Service on 020 7482 3000 for the exact quantities of three-piece and one-piece posters. Customer Service will also indicate the split between flat and folded posters.**

#### **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 London Underground campaign must be submitted to CBS Outdoor for copy approval. This is to ensure that the Codes of Practice outlined by our franchise partner are being upheld. See **Copy Approval** on page 3.

#### **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 as 100% accuracy cannot be guaranteed as not all London Underground sites are framed.

## 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 laminated or encapsulated as neither of these processes conform to the required fire regulations.

CBS Outdoor insists that advertisers only use **120gsm blueback poster paper** of the following brands: **AHLSTROM** and **VALCHIAMPO**. These brands cover a comprehensive range of papers that are suitable for Litho, Screen and Digital printing.

## DIGITAL PRINTING

If you intend to digitally-print your posters, please contact the CBS Outdoor Production department on 020 7482 3000 for further advice.

## POSTING TRIALS

Variations in the compatibility of ink, paper and drying method can cause a reduction in the paper's durability and may cause the paper to tear during posting. Therefore each ink, paper and drying combination should be thoroughly tested for suitability before commencing with poster production. Please contact the CBS Outdoor Safety, Quality & Environment department on 020 7482 3000 for assistance with posting trials. CBS Outdoor will not accept responsibility for posting failures that may occur due to ink, paper or drying incompatibilities.

## TRIMMING AND FINISHING

Posters must be trimmed to the exact Overall Size.

All 3 sections must be printed on individual sheets, measuring 1524mm deep x 1016mm wide with additional UNPRINTED overlaps suitable for posting left-to-right.

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

Panels 1 and 2 will require a 10mm UNPRINTED overlap on the right-hand edge.

Panel 3 will not require an overlap.

## POSTER COLLATION AND PACKING

For all campaigns, CBS Outdoor will require a percentage of the total print-run to be delivered 'flat', the balance of posters must be delivered 'folded'.

See the **Important Note** at the beginning of this specification.

**Flat:** Please collate a complete 12 Sheet in the sequence shown on the right. (The sequence relates to the line drawing at the beginning of this specification). Stack the collated posters flat on a pallet one-on-top-of-the-other with a tab inserted in between each collated poster. The pallet must be bound securely, ensuring the poster edges are fully protected to avoid damage in transit. A poster layout must be attached to every pallet.

3
2
1

**Folded:** Please deliver posters collated in the sequence shown in the line drawing at the beginning of this specification. The collated posters must then be folded and wrapped in packages of no more than 10. A poster layout must be included inside every package and another attached to the outside. Posters delivered in this way will be accepted on pallets.

When delivering posters on pallets, please note that CBS Outdoor will only accept one design per pallet.

Due to Health & Safety requirements, no metal strapping can be used on pallets. Please use only plastic strapping.

## QUALITY ASSURANCE DOCUMENTATION

All deliveries will require documentation giving details of Quality Assurance Checks. This must clearly identify the following information: campaign reference(s), paper stock, paper weight, print method, ink details, drying method and the dimensions of the finished posters. 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, Unit 7, Ferry Lane Industrial Estate, Wickford Way, London E17 6HF.

We can accept deliveries at any time between the hours of 8am and 5pm, Monday to Friday.

## 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 must be printed on self-adhesive paper with a crack-back, peel-off backing. 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.

## 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.**