



Important information for all campaigns of

4 SHEETS

booked on the London Underground

CBS Outdoor is in the process of eliminating Blueback Poster Paper from the London Underground and replacing it with a brand new paper called **CBS Outdoor Performance**. Performance has been specially developed to cope with the severe ranges of temperature and humidity that can be experienced on the London Underground.

In conjunction with the introduction of Performance paper, CBS Outdoor has also made some refinements to the double-sided adhesive tape that is used to apply the posters to the sites.

Because of these changes to the paper and tape, it is now critical that all 4 Sheets are delivered to the correct specification. To ensure that this happens, CBS Outdoor has selected ten suppliers to undertake all aspects of the production process.

The ten suppliers have each been issued with their own unique code which they will then print on each poster, outside the Display Area.

**Should a campaign be produced without the unique code
CBS OUTDOOR WILL REFUSE TO POST THE CAMPAIGN**

The first phase of the transition to Performance paper is now complete with 45 of the London Underground's premier stations now fully transformed. CBS Outdoor is now undergoing a period of consultation with regard to the logistics of continuing the roll-out across the entire network.

During this period of consultation and until further notice, CBS Outdoor will still require some campaigns to be produced on a combination of both Blueback and Performance paper.

To find out the exact allocation of Blueback and Performance paper within your campaign you are advised to contact:

customerservice@cbsoutdoor.co.uk

Via this email address, our Customer Service team will inform you of the correct allocation, this will alleviate the need for costly and time-consuming reprints.

PRODUCTION DETAILS

To ensure that all posters are produced to the correct specification, advertisers must use one of the ten CBS Outdoor approved suppliers listed below. Please contact the suppliers directly for print quotes and further information.

<p>AUGUSTUS MARTIN LTD 8 St. Andrew's Way Bromley By Bow London E3 3PB</p> <p>Contacts: Laurie Haldane & Simon Crabb Telephone: 020 7537 4200 Email: posters@amartin.co.uk FTP: ftp://81.89.164.81 Website: www.augustusmartin.com</p>	<p>CESTRIAN IMAGING LTD Earl Road Stanley Green Trading Estate Cheadle Hulme Cheshire SK8 6QE</p> <p>Contacts: Natalie Hesketh & Chris Hill Telephone: 0161 488 3329 & 0161 488 3300 Email: n.hesketh@cestrian.co.uk Email: c.hill@cestrian.co.uk FTP: http://upload.cestrian.co.uk Website: www.cestrian.co.uk</p>	<p>DELTA DISPLAY LTD 153-157 Blackhorse Lane Walthamstow London E17 5QZ</p> <p>Contact: Mo Salah Telephone: 020 8498 4400 Email: cbs@delta-display.com FTP: ftp://ftp.delta-display.com/CBS Website: www.delta-display.com</p>
<p>FOSCOS HAYES HURDLEY LTD 41 Smith Street Hockley Birmingham B19 3EN</p> <p>Contacts: Jason Farr & Lorraine Watton Telephone: 0121 554 7421 Email: jason@foscos.co.uk Email: lorraine@foscos.co.uk FTP: http://dropbox.yousendit.com/foscos Website: www.foscos.co.uk</p>	<p>GARDNERS The Avenue Industrial Park Croescadarn Close Cardiff CF23 8HE</p> <p>Contact: James Morris Telephone: 02920 547100 Email: jmorris@gardners.uk FTP: ftpserver.gardners.co.uk Website: http://gardners.co.uk</p>	<p>IMPRESSION UK LTD Horton Road Yiewsley West Drayton Middlesex UB7 8EN</p> <p>Contact: Martin Granger & Phil Wilson Telephone: 01895 446374 Email: sales@impression-global.co.uk FTP: ftp://ftp.impression-global.co.uk Website: www.impression-global.co.uk</p>
<p>ODESSA PRINT GROUP LTD Oakfield Road London SE20 8RA</p> <p>Contact: Brian Tarbie Telephone: 020 8778 7888 Email: brian@odessaprintgroup.co.uk FTP: ftp.odessaoffset.co.uk Website: www.odessaprintgroup.co.uk</p>	<p>SMP GROUP PLC 2 Swan Road Woolwich London SE18 5TT</p> <p>Contact: Chris Walker Telephone: 020 8855 5535 Email: chris.walker@smpgroup.co.uk Email: cbsoutdoor@smpgroup.co.uk FTP: ftp.smpgroup.co.uk Website: www.smpgroup.co.uk</p>	<p>STONE MEDIA LTD 32/34 Station Close Potters Bar Herts EN6 1TL</p> <p>Contact: Mark Stone Telephone: 01707 660097 Email: mark@creativeml.com FTP: http://www.anyclient.com/applet.html Website: www.creativeml.com</p>
<p>VINYL GRAPHICS LTD 268 Elgar Road South Reading Berkshire RG2 0BT</p> <p>Contact: Jon Helm Telephone: 0118 922 1300 Email: jon@vgl.co.uk Email: sales@vgl.co.uk FTP: ftp://ftp.vgl.co.uk Website: www.vgl.co.uk</p>	<p>IMPORTANT NOTES</p> <p>Artworks must be delivered to the approved suppliers no less than 21 calendar days before the in-charge date to ensure that posting commences on time.</p> <p>All of the suppliers listed above will require a Purchase Order before proceeding with production.</p> <p>See page 2 for the Artwork Specifications.</p>	

ARTWORK SPECIFICATIONS

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 and not all London Underground sites are framed.

ACCEPTABLE SOFTWARE

All of the approved suppliers can accept artworks created with the following Apple Macintosh software packages: Adobe Illustrator, Adobe Photoshop, Quark Xpress, In-Design and Freehand. PC versions of these packages are acceptable.

ARTWORK REQUIREMENTS

Please convert all RGB files to CMYK. All images must be scanned at hi-resolution, no less than 300dpi. All screen and printer fonts must be supplied, if this is not possible, all text must be created as outlines. For colour linework, all Pantone references must be specified within the digital file. All artworks must be created to the size shown in the line drawing below and include 2.5mm of 'bleed' all round.

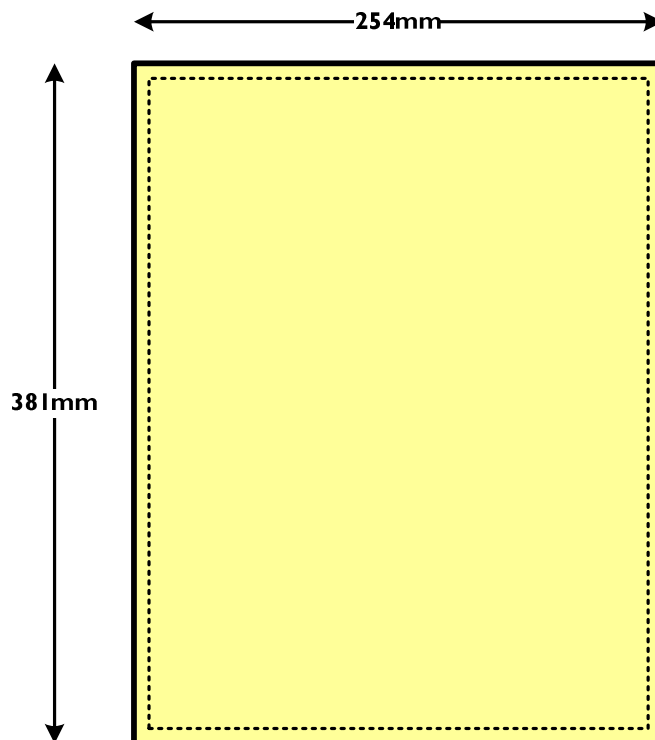
ACCEPTABLE FORMATS

All of the approved suppliers can accept artworks on Mac-compatible DVDs or CDs. A colour proof should also be supplied for reference purposes.

ELECTRONIC ARTWORKS

Electronic artworks can be uploaded to the approved suppliers' FTP site. We strongly recommend that the files are 'stuffed' before uploading them to the site as this will avoid any risk of the files being corrupted. All artwork files must clearly state the name of the advertiser.

ALL ARTWORKS MUST BE CREATED TO THE SIZE SHOWN BELOW (QUARTER SIZE).



OVERALL SIZE
381mm x 254mm

----- **DISPLAY AREA**
363.25mm x 236.25mm

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.

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 our franchise partners are being upheld.

The *Codes of Practice* can be found on page 4.

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(s) to the following address:

CBS Outdoor (Copy Approval)
Camden Wharf
28 Jamestown Road
Camden
London NW1 7BY

Please indicate on the front of the envelope whether the hard copies are 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.**

FREQUENTLY ASKED QUESTIONS

Do I need to get my campaign creative approved prior to posting?

Yes. In representing our numerous franchise partners, CBS Outdoor has a responsibility to vet campaign posters on their behalf prior to posting. All campaign poster designs are checked by the CBS Outdoor Copy Approval Team who will adhere to guidelines set-out by our franchise partners, as well as those of the Advertising Standards Authority (ASA) in line with the British Code of Advertising Practice.

What are CBS Outdoor's terms governing the acceptance of advertising?

CBS Outdoor reserves the right to refuse a poster design or creative without providing specific reasons. However, CBS Outdoor will endeavour to refer to the guidelines laid down by our franchise partners who include London Underground, London Buses and all of our other Bus, Rail and Tram franchises.

Where the poster design has given cause for concern, CBS Outdoor will offer recommendations to help bring the poster in line with the *Codes of Practice* on page 4. We actively encourage our clients, agencies and specialists to send us artwork in advance of production to avoid any costly re-prints.

Advertisements will not be accepted for, or retained on display in the sites managed by CBS Outdoor if in the opinion of CBS Outdoor they:

1. do not comply with the law or incite anyone to break the law
2. do not comply with the ASA's British Code of Advertising Practice (CAP) which includes regulations regarding advertising, sales promotion and direct marketing
3. do not promote equality of opportunity for all persons irrespective of their race, sex, disability, age, sexual orientation or religion
4. are likely to offend the general travelling public or depict or offend ethnic, religious or other major groups on account of the nature of the product or service being advertised, the wording or design of the advertisement or inference contained therein
5. are likely to be defaced
6. depict men, women or children in a sexual manner, or display nude or semi-nude figures in an overtly sexual context. For example, whilst the use of undressed people in most underwear advertising may be seen as an appropriate context, gratuitous use of an overtly sexual nature will be viewed as unacceptable
7. depict or refer to indecency or obscenity, depict bodily functions or use obscene or distasteful language
8. advertise lap-dancing, gentlemen's clubs, escort agencies, or massage parlours
9. depict direct and immediate violence to anyone shown in the poster or to anyone looking at the poster
10. condone or provoke anti-social behaviour
11. advertise films which have not been granted permission for public exhibition or which do not show the required certificate except when the name of the cinema is not shown: films carrying an 18 certificate must also carry the Advertising Viewing (AVC) logo
12. contain images or messages that relate to matters of public controversy and sensitivity
13. are of a political nature calling for the support of a particular viewpoint, policy or action or attacking a member or policies of any legislative, central or local government authority (advertisements are acceptable which simply announce the time, date and place of social activities or of a meeting with the names of the speakers and the subjects to be discussed)
14. contain illustrations which depict, or might reasonably be assumed to depict, quotations from or references to a living person unless the written consent of that person is obtained and is produced to CBS Outdoor. CBS Outdoor will require an indemnity against any action by that person or on that person's behalf before such illustrations, quotations or references will be accepted
15. use handwriting or illustrations that would suggest the poster has been damaged, defaced, fly posted or subjected to graffiti, after it has been posted.
16. might adversely affect in any way the interest of the site owner e.g. The London Underground, The Docklands Light Railway and all Bus, Tram or Coach company franchise partners (e.g. negative references to the environment)

CBS Outdoor reserves the right to refuse a poster design or creative without providing specific reasons although CBS Outdoor will endeavor to refer back to the above guidelines.

Please note:

To avoid last minute difficulties and the possibility of wasted production costs, CBS Outdoor is happy to advise on the likelihood of a poster's acceptability prior to the copy deadline.

It remains the advertiser's responsibility to ensure creative or advertisement copy does not breach copyright or other intellectual property rights. Licensed brand images and logos require the express permission of the owner before use. CBS is not responsible for property rights or permissions. Use of London Underground logo or station logos can be used on the permission of TfL Group Marketing, Intellectual Property Department call 0207 222 5600 to find out more.

In the event of the rejection of copy, 'Slipping' or covering over portions of the poster in question will not be accepted as an alternative.