

## PRODUCTION DETAILS

### QUANTITIES OF 100 OR MORE (Including spares)

Advertisers must use one of the three approved suppliers listed below. Each of these suppliers has the facility to litho or screen print the panels onto the approved fire-retardant board. Please contact the suppliers directly for print quotes and further information.

#### **AUGUSTUS MARTIN LTD.**

St. Andrew's Way  
Bromley-by-Bow  
London E3 3PB

Contact details:

Laurie Haldane or Simon Crabb  
Tel: 020 7536 5222  
Fax: 020 7537 2182  
Email: [tubecard@amartin.co.uk](mailto:tubecard@amartin.co.uk)  
ISDN: 020 7537 9971

[www.tubecard.com](http://www.tubecard.com)

#### **DELTA DISPLAY LTD.**

153-157 Blackhorse Lane  
Walthamstow  
London E17 5QZ

Contact details:

Bill Moore  
Tel: 020 8498 4400  
Fax: 020 8498 4401  
Email: [cbs@delta-display.com](mailto:cbs@delta-display.com)  
ISDN: 020 8531 6450

[www.delta-display.com](http://www.delta-display.com)

#### **SMP GROUP**

2 Swan Road  
Woolwich  
London SE18 5TT

Contact details:

Claire Mitchell or Nigel Mogg  
Tel: 020 8855 5535  
Fax: 020 8855 5367  
Email: [cbs@smpgroup.co.uk](mailto:cbs@smpgroup.co.uk)  
ISDN: 020 8317 2194

[www.smpgroup.co.uk](http://www.smpgroup.co.uk)

### QUANTITIES OF 100 OR LESS (Including spares)

Because of excessive production problems with external suppliers producing 'short-run' campaigns, CBS Outdoor is now insisting that its own Production department handles the print of all 'short-run' campaigns. Please contact CBS Outdoor directly for print quotes and further information.

#### **CBS OUTDOOR**

Camden Wharf  
28 Jamestown Road  
Camden  
London NW1 7BY

Contact details:

The Production Department  
Tel: 020 7482 3000  
Fax: 020 7485 0541  
Email: [production@cbsoutdoor.co.uk](mailto:production@cbsoutdoor.co.uk)  
FTP: <ftp:cbsoutdoor.co.uk>  
FTP: [//external:designer@ftp.cbsoutdoor.co.uk](ftp://external:designer@ftp.cbsoutdoor.co.uk)

### IMPORTANT NOTES

**Artworks must be delivered to the approved suppliers no less than 14 calendar days before the in-charge date to ensure that posting commences on time.**

**All of the suppliers listed above will require a Purchase Order before proceeding with production.**

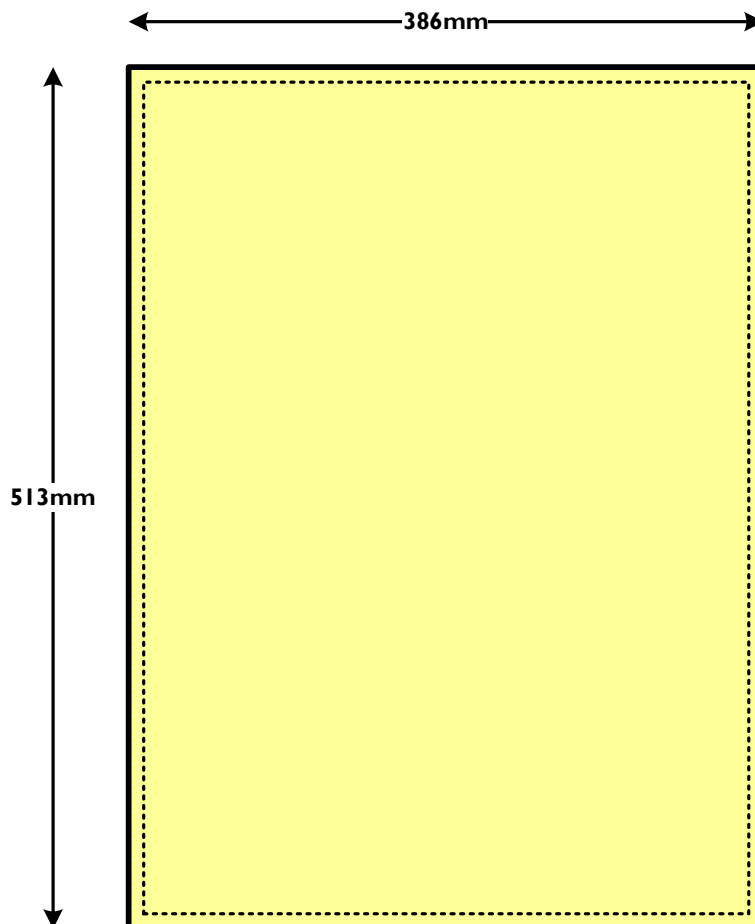
## ARTWORK SPECIFICATIONS

All of the suppliers can accept artworks in the following Mac-compatible formats; Quark, In-Design, Illustrator and Photoshop. Please supply the artwork on CD, DVD, ISDN or FTP. 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. The artwork must be created at full size and include a 3mm bleed all round.

A colour run-out or proof should also be supplied for reference purposes.

## 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 due to a variation in the width of the frames installed on the London Underground.



**OVERALL SIZE**  
513mm x 386mm

----- **DISPLAY AREA**  
481mm x 354mm

## 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.**