

## **PRODUCTION DETAILS**

**All aspects of the production process must be undertaken by the CBS Outdoor Production Department.**

**Please see below for full contact and artwork details.**

**Christian Bench**  
CBS Outdoor  
Camden Wharf  
28 Jamestown Road  
Camden  
London NW1 7BY

Contact details:  
Tel: 020 7428 3662  
Fax: 020 7267 4951  
Email: christian.bench@cbsoutdoor.co.uk  
FTP: <ftp:cbsoutdoor.co.uk>  
FTP: //external:designer@ftp.cbsoutdoor.co.uk

### **IMPORTANT NOTICE**

**Artworks must be delivered to CBS Outdoor no less than 21 calendar days before the in-charge date to ensure that posting commences on time.**

**CBS Outdoor will require a Purchase Order before proceeding with poster production.**

## ARTWORK SPECIFICATIONS

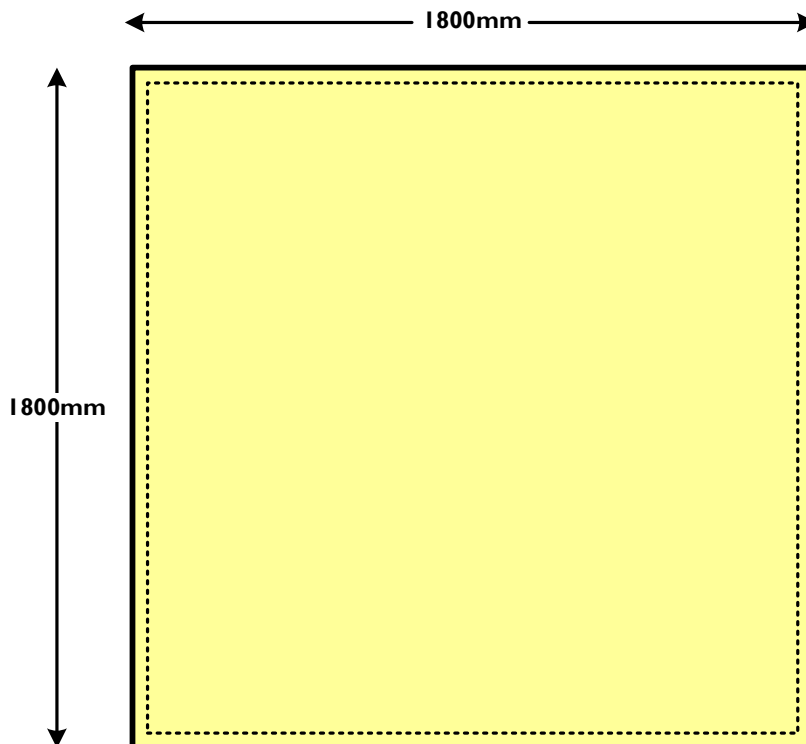
CBS Outdoor can accept artworks in the following Mac-compatible formats; Quark, In-Design, Illustrator and Photoshop. Please supply the artwork on CD, DVD, ISDN or FTP. All images must be scanned at hi-resolution, no less than 300dpi. All screen and printer fonts must be supplied, if this is not possible all text must be created as outlines. 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.

## ARTWORK DIMENSIONS

Please create the artwork to the dimensions shown below (quarter size) with an additional 3mm of bleed on all four sides.



**OVERALL SIZE**  
450mm x 450mm

----- **DISPLAY AREA**  
435mm x 435mm

## ARTWORK DELIVERY ADDRESS

Christian Bench, 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.**