



Important information for all campaigns of

12 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 12 Sheets are produced on Performance and 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 campaigns to be produced on a combination of both Blueback and Performance paper.

Please see **Percentage Splits** for full details.

If you have any questions please contact the
CBS Outdoor Production Department on 020 7482 3000

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.augutusmartin.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>CREATIVE MEDIA LTD 32/34 Station Close Potters Bar Herts EN6 1TL</p> <p>Contact: Mark Stone & Sean Rees Telephone: 01707 660097 Email: mark@creativeml.com Email: sean@creativeml.com FTP: http://www.anyclient.com/applet.html Website: www.creativeml.com</p>
<p>DELTA DISPLAY LTD 153-157 Blackhorse Lane Walthamstow London E17 5QZ</p> <p>Contact: Mo Salahi 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 OFFSET LTD Oakfield Road London SE20 8RA</p> <p>Contact: Brian Tarbie Telephone: 020 8778 7888 Email: brian@odessaoffset.co.uk Email: cbsoutdoor@odessaoffset.co.uk FTP: ftp.odessaoffset.co.uk Website: www.odessaoffset.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>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 14 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 as 100% accuracy cannot be guaranteed.

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.

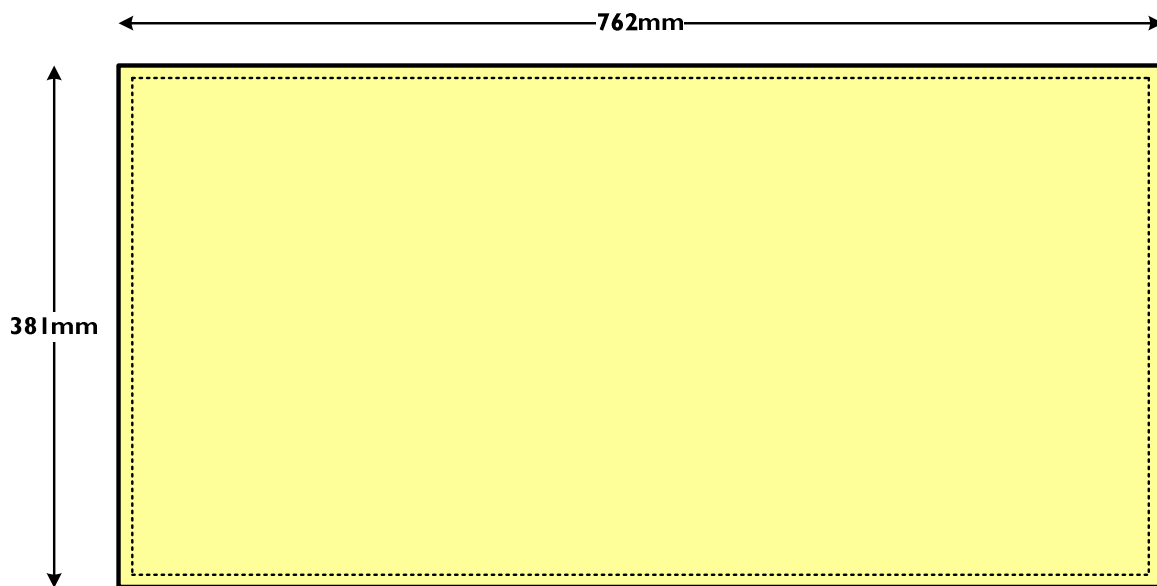
ACCEPTABLE FORMATS

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 762mm

----- **DISPLAY AREA**
363.25mm x 744.25mm



PERCENTAGE SPLITS 12 SHEETS

Until further notice, there will still be a need to produce campaigns on a combination of both **CBS Outdoor Performance** and **Blueback Poster Paper**.

We will also still require 30% spares to be added to each campaign.

Below are tables showing the correct percentage splits to be used.

To calculate the exact quantities of Performance and Blueback required for your campaign simply take the number of sites booked and add the 30% spares then apply the percentages below to the total.

EXAMPLE – General Distribution Pack

Total number of sites in the campaign = **50**

Total number of sites in the campaign + 30% spares = **65**

Total number printed on Performance = **21** (33% of 65)

Total number printed on Blueback = **24** (37% of 65)

Total number of Glazed printed on Performance = **20** (30% of 65)

**Please apply this calculation to all General Distribution Packs.
All Platinum and Elite Packs will be 100% Performance paper.**

General Distribution Pack (Sites vary, check booking details)			
In-charge Date	Performance	Blueback	Glazed
28 th March 2011 Onwards	33	37	30

Platinum Pack (25 Sites)			
In-charge Date	Performance	Blueback	Glazed
28 th March 2011 Onwards	65	0	35

Elite Pack (110 Sites)			
In-charge Date	Performance	Blueback	Glazed
28 th March 2011 Onwards	70	0	30

Please note: Glazed sites must be produced on Performance Paper

**FAILURE TO SUPPLY THE CORRECT QUANTITY AND
SPLIT WILL RESULT IN LOSS OF DISPLAY**