

96 SHEETS ACROSS TRACK

IMPORTANT CHANGES TO THE PRODUCTION SPECIFICATION

CBS Outdoor's transition to 'Dry-posting' on the London Underground is now almost complete. The new method of posting has been developed in partnership with 3M and will involve posters being applied to a double-sided adhesive tape without the need of wet glue.

The transition to dry-posting will be completed by the middle of 2009.

During the transition period we will require posters to be applied by both the traditional wet-posted method and the new dry-posted method. To ensure that campaigns are fully-posted, CBS Outdoor will require more spare posters and a percentage of the total print-run to be delivered 'flat and collated'.

- **SPARE POSTERS**

During the transition period, all campaigns of up to 4 weeks duration must now include **30%** spares.

- **POSTER COLLATION AND PACKING**

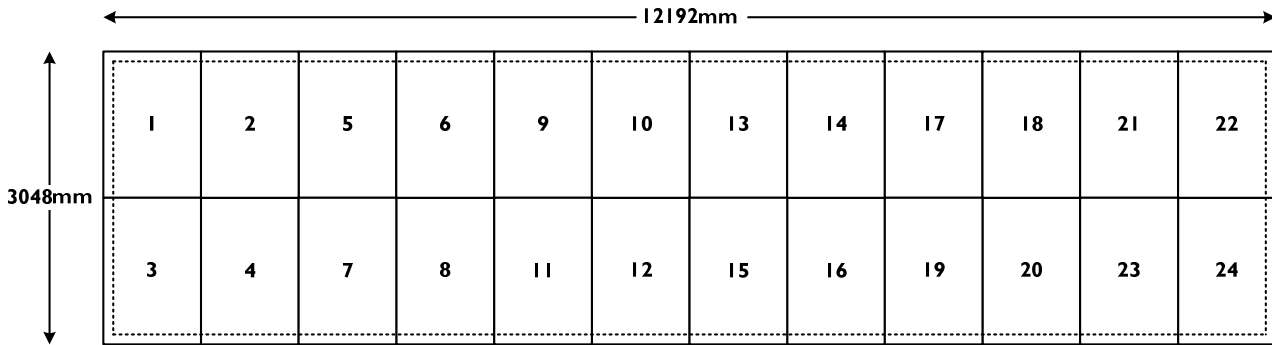
CBS Outdoor will also require **80%** of the total print-run to be delivered 'flat & collated'. Please pay particular attention to the information given in the specification.

Example: For a campaign of 15 sites, CBS Outdoor will require **20** posters, of which, **16** must be delivered 'flat & collated' and the balance of **4** must be delivered folded in the conventional way.

Please take time to read the entire specification carefully as errors in poster production can prove costly and time-consuming and may lead to loss-of-display.

Spike Hallissey
Head of Production

June 2009



OVERALL SIZE
3048mm x 12192mm

----- **DISPLAY AREA**
2878mm x 12022mm

Acceptable tolerances on the overall width = 12172mm to 12192mm
Acceptable tolerances on the overall depth = 3028mm to 3048mm

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 Rail 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. See **Copy Approval**.

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 note: CBS Outdoor strongly recommends that you do not use the frame as a 'cropping device' for corporate logos especially on multi-sheet formats as 100% accuracy cannot be guaranteed.

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 varnished, laminated or encapsulated as none 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.

PRINTING

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.

CBS Outdoor will not accept posters that are printed in a landscape format.

DIGITAL PRINTING

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

SPARE POSTERS

CBS Outdoor will always require additional 'spare' posters to refurbish campaigns.

For a campaign of up to 4 weeks, initial deliveries should include 30% spares.

If the campaign is longer than 4 weeks, sufficient spares should be provided to re-post the campaign every 4 weeks.

For a campaign of less than 20 sites, contact CBS Outdoor Customer Service on 020 7482 3000 for the quantity of posters to be produced.

TRIMMING AND FINISHING

Posters must be finished to the Overall Size within the stated tolerances: Width = 12172mm to 12192mm. Depth = 3028mm to 3048mm. All 24 sections must be printed on individual sheets, measuring 1524mm deep x 1016mm wide with additional UNPRINTED overlaps suitable for posting left-to-right and top-to-bottom. See below for more details.

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

Panels 1, 2, 5, 6, 9, 10, 13, 14, 17, 18 and 21 will require a 10mm UNPRINTED overlap on the right-hand edge.

Panel 22 will not require any overlaps.

Panels 3, 4, 7, 8, 11, 12, 15, 16, 19, 20 and 23 will require a 10mm UNPRINTED overlap on the right-hand edge and the top edge.

Panel 24 will require a 10mm UNPRINTED overlap on the top edge.

POSTER COLLATION AND PACKING

For all campaigns, CBS Outdoor will require **80%** of the total print-run to be delivered 'flat', the balance of posters must be delivered 'folded'.

Flat: Please collate a complete 96 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.

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 5. 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.

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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 campaign reference(s), the advertiser, the number of designs, a title for each of the designs and the quantity of each design broken down by 'flat' and 'folded' posters.

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

For campaigns lasting longer than 4 weeks a free, full or partial change of design will be provided during each succeeding 4 weeks. Charges for more frequent changes of design are available on request.

Exact dates for changes of design are subject to posting cycle workload. Please contact CBS Outdoor Customer Service for more information.

Designs may be changed by use of a slip. These should be printed on the same paper stock as the original poster or 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. 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 nigel.mcdonald@cbsoutdoor.co.uk

Alternatively, send a colour hard copy to Nigel McDonald at the following address:

CBS Outdoor
Camden Wharf
28 Jamestown Road
Camden
London NW1 7BY

THIS ADDRESS IS FOR COPY APPROVALS ONLY
Do not send artworks or finished posters to this address

CBS Outdoor assures you of a swift response. Thank you for your co-operation.