

**OVERALL SIZE**  
1524mm x 1016mm

----- **DISPLAY AREA**  
1453mm x 945mm

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#### **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 7 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 National 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 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.

#### **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.

SCREEN PRINTING: 105-120gsm Opacified **UNCOATED** MG poster paper with a blue backing.

LITHO PRINTING: 105-120gsm Opacified **COATED** MG poster paper with a blue backing.

#### **DIGITAL PRINTING**

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

#### **CBS OUTDOOR POSTER DESPATCH FORM**

The CBS Outdoor Poster Despatch Form will give all the relevant information for each campaign with regard to quantities and delivery addresses. If you require a copy, please contact CBS Outdoor Customer Service on 020 7482 3000 and quote the campaign reference.

## **SPARE POSTERS**

CBS Outdoor will always require additional 'spare' posters to refurbish campaigns. The quantities shown on the CBS Outdoor Poster Despatch Form will include the required number of spares.

## **TRIMMING**

All posters must be trimmed to the exact Overall Size.

## **POSTER COLLATION AND PACKING**

Please deliver posters rolled and wrapped in packages of no more than 100. Posters delivered in this way will be accepted on pallets.

## **DELIVERY NOTES**

Every consignment of posters delivered must have a Delivery Note attached indicating the advertiser, the number of designs, a title for each of the designs and the quantity of each design.

## **POSTER DELIVERY ADDRESSES**

CBS Outdoor is not responsible for the delivery of your posters. Please contact CBS Outdoor Customer Service on 020 7482 3000 for a copy of the Poster Despatch Form.

## **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.

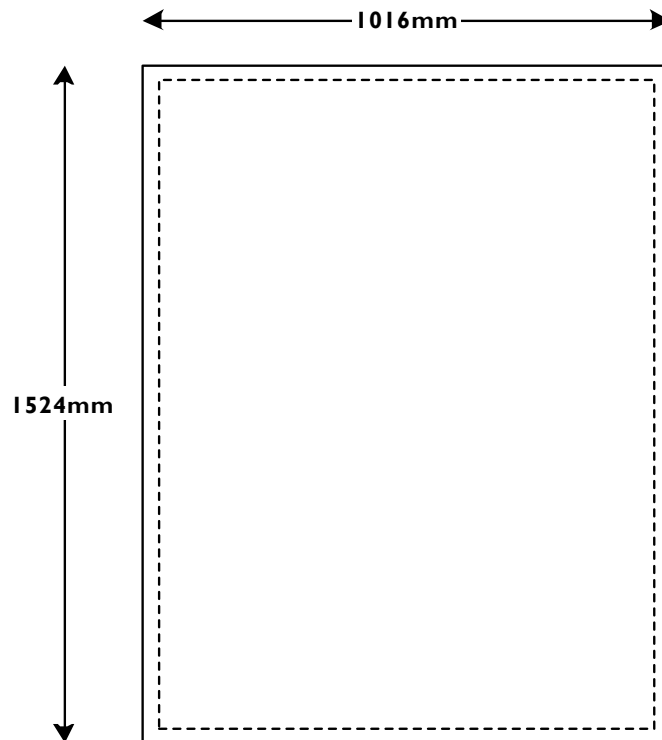
Exact dates for changes of design are subject to posting cycle workload. Please contact CBS Outdoor Customer Service on 020 7482 3000 for more information.

Designs may be changed by use of a slip. These should be printed on self-adhesive paper with a crack-back, peel-off backing. Please consult the CBS Outdoor Production department on 020 7482 3000 for more details.

## **DISPOSAL OF SPARE POSTERS**

Please notify CBS Outdoor Customer Service 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.



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#### **DISPLAY AREA**

For all site types that are fixed into back-lit boxes, 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.

#### **MATERIALS**

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120-135gsm cartridge paper, coated on both sides.

For improved display the design can be printed in reverse on the back.

#### **DIGITAL PRINTING**

In the interest of producing a good quality display, please choose a digital printing method that will give a good depth of colour, as some prints can look pale and washed-out when back-lit. Please contact the CBS Outdoor Production department on 020 7482 3000 for further advice.

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## **TRIMMING**

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## **POSTER COLLATION AND PACKING**

Please deliver posters rolled and wrapped in packages of no more than 100. Posters delivered in this way will be accepted on pallets.

Every package must be clearly identified as **ILLUMINATED 4 SHEETS**.

## **DELIVERY NOTES**

Every consignment of posters delivered must have a Delivery Note attached indicating the advertiser, the number of designs, a title for each of the designs and the quantity of each design.

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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 on 020 7482 3000 for more information.

Illuminated sites cannot be changed by use of a slip.

## **DISPOSAL OF SPARE POSTERS**

Please notify CBS Outdoor Customer Service 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](http://www.cbsoutdoor.co.uk). Go to the 'Customer Support' section and click on 'Copy Approval'.

To help in this process and to prevent unnecessary production costs, CBS Outdoor requires a colour copy of every design used in the campaign as soon as they are available. The colour copies must show the actual versions to be used in the campaign, be legible and show the entire poster.

The colour copies should be emailed to [nigel.mcdonald@cbsoutdoor.co.uk](mailto:nigel.mcdonald@cbsoutdoor.co.uk) or sent to the following address:

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

Please mark them for the attention of Nigel McDonald.

**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.