

OVERALL SIZE
3048mm x 6096mm

----- **DISPLAY AREA**
2948mm x 5946mm - See below

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 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

Due to paper-stretch when wet-posting, CBS Outdoor strongly suggests that advertisers pay particular attention to the Display Area. Background images and colours can be bled up to the Overall Size but all important text and images must be positioned no less than 150mm from the right-hand edge and 100mm from the bottom edge. This will ensure that no important text or images are lost behind the framework of the hoarding.

MATERIALS

Posters or slips 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 are compatible with wet-posting.

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.

PRINTING

Prior to posting, CBS Outdoor will either hand- or machine-fold all posters. 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 crack or tear during folding or 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 folding and posting trials.

CBS Outdoor will not accept responsibility for folding or 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.

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 AND FINISHING

Posters should be finished to the exact Overall Size, 3048mm deep x 6096mm wide. All 12 sections should be printed on individual sheets, measuring 1524mm deep x 1016mm wide with additional UNPRINTED overlaps of 20mm suitable for posting left-to-right and top-to-bottom.

POSTER COLLATION AND PACKING

Please deliver posters collated in the sequence shown in the line drawing, folded and wrapped in packages of no more than 10. Posters delivered in this way will be accepted on pallets.

POSTER LAYOUTS

A poster layout must be included inside every package and another attached to the outside.

Please note: CBS Outdoor will refuse to accept any deliveries that do not have poster layouts attached.

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.

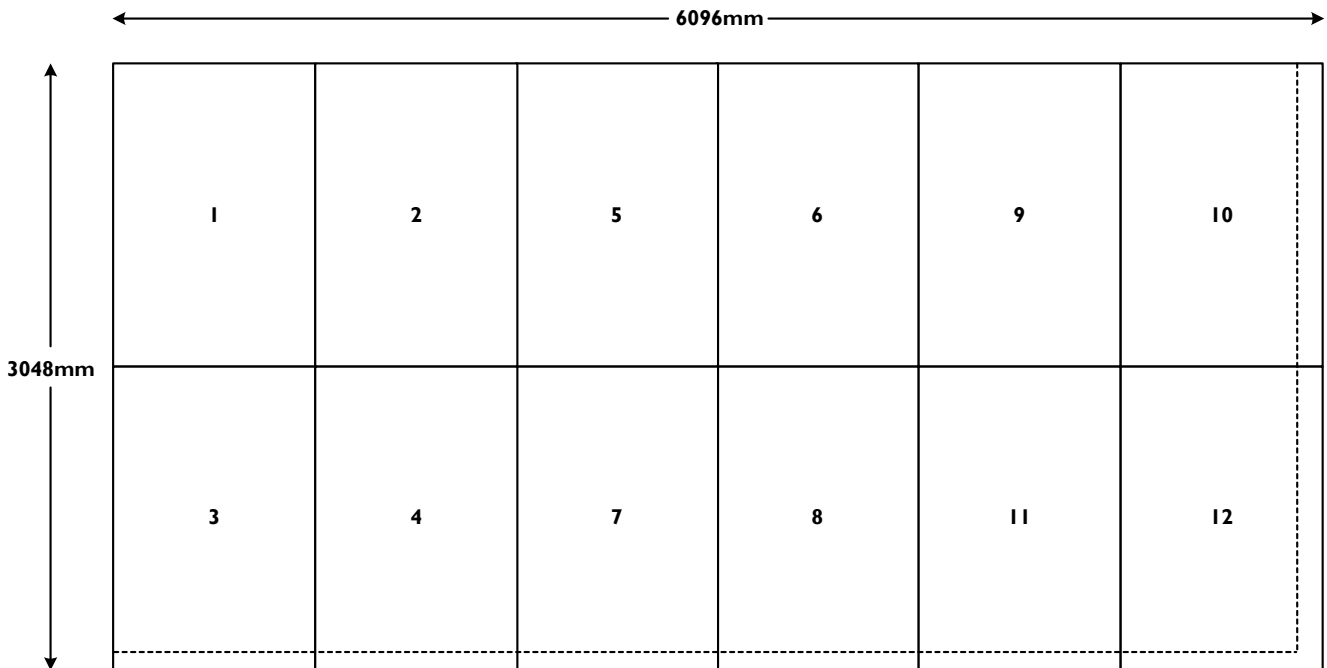
Exact dates for changes of design are subject to posting cycle workload. Please contact CBS Outdoor Customer Service on 020 7482 3000 for more information.

Designs may be changed by use of a slip. These should be printed on 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 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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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 '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 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.