

Artwork Guidelines- CBS Outdoor Regulations

IMPORTANT INFORMATION REGARDING ARTWORK CREATION FOR CAMPAIGNS WITH CBS OUTDOOR.

NB. PLEASE ALLOW 5 WORKING DAYS PRINT PRODUCTION TIME AHEAD OF THE TIMES STATED 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 6 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.

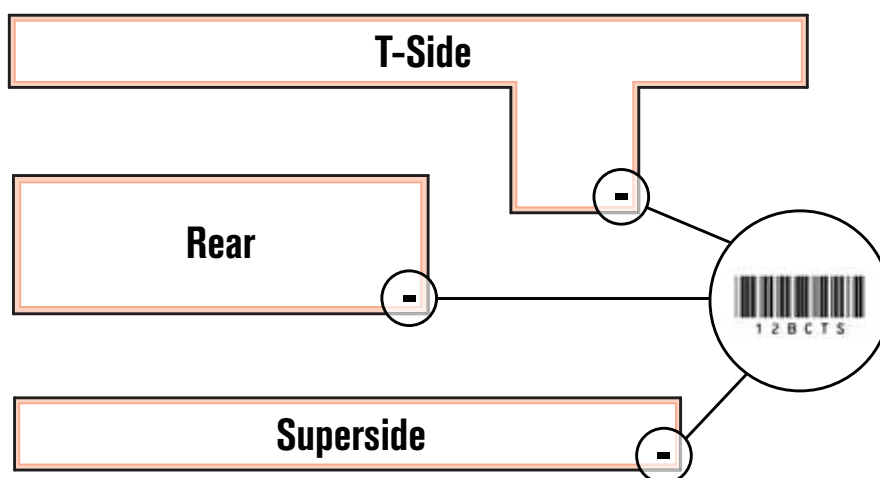
COPY APPROVAL

Before posting can commence, every 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 richard.ashman@cbsoutdoor.co.uk

Alternatively, send a colour hard copy to Richard Ashman 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.

BARCODING

Every campaign must have the appropriate barcode printed on all posters. In 1999 CBS Outdoor introduced the first national, computerised barcoding system to monitor the bus medium. The system provides instant information about the posting of advertisers campaigns, bringing greater accountability to the medium. Barcoding gives advertisers accurate information about the fixing and location of their campaigns. The central computer is programmed to automatically verify information and constantly monitor the performance of each sign-fixing team. The system consists of a hand-held scanner which the sign-fixers use to read the barcode on the poster and record the bus number. Every campaign has its own unique code. During posting the barcode is scanned and the bus number logged. The posting information is then down-loaded via modem to CBS Outdoor's database. The database compiles an accurate report of the posting, enabling CBS Outdoor to issue confirmation of posting details. The system gives you fast, accurate information about your bus advertising campaign. It utilises the latest barcoding technology to monitor fixing of campaigns on CBS Outdoor's network of fleets. The process uses a fool-proof input system which only permits known site numbers to be input and removes the possibility of incorrect allocation. In order for the system to operate efficiently, barcodes must be placed in the bottom right-hand corner of all



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posters, 50mm from each edge as indicated in the examples on page 1.

The barcode for each campaign can be provided at any time but will be issued automatically at the time of booking with the Confirmation of Order. All CBS Outdoor bus and tram campaigns must be barcoded. Should you have any questions or require further information, please contact either CBS Outdoor Customer Service or CBS Outdoor Production on 020 7482 3000.

There are two ways of reproducing the barcode onto the poster:

1. The barcode can be treated as camera-ready artwork and 'shot' as a piece of film to be stripped into your full-size filmwork.
2. The barcode can be created on Apple Macintosh Software using a package called 'MacBarcoda', this produces a 'Code 39' type of barcode. Simply enter the number shown above the barcode and the software will create the barcode you require. This barcode can then be imported into your client's artwork document as an EPS or scan. CBS Outdoor will issue a different barcode for each site type you are printing. For example, if the campaign involves Supersides, Streetliners and Super Rears, you will receive three different barcodes. If you are producing different combinations of T-Sides i.e. Centre Stem, Off-Centre Stem and Forward Stem, the same barcode can be used for all three configurations. If you are reprinting posters used on a previous campaign, you do not require a new barcode, however, you must contact CBS Outdoor Customer Service on 020 7482 3000 and inform them of the barcode that you are printing. Ideally the barcode should be printed in black or dark blue, if this is not possible another dark colour will suffice as long as it is printed onto a light-coloured background, this will enable the hand-held scanner to pick-up the contrast between the two colours. Never print the barcode in red as the scanner does not recognise any shade of red. Do not print the barcode in a dark colour on a dark background, if this situation arises create a white area, larger than the barcode, in the background colour or image and position the barcode accordingly. If printing the barcode in the position indicated interferes with your client's creative copy, feel free to re-position the barcode but please keep it 50mm from any edge and as near to the bottom right-hand corner as possible on all T-Sides and Supersides. XL Bus Passenger Panels, Bus Passenger Panels (Portrait), Super Headliners and Bus Passenger Panels - these are smaller site types that are viewed at close quarters but will still require a barcode. To lessen the impact of the barcode you can print it at half the normal depth but do not alter the width. See the examples below.

Full size



Half depth



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.

CBS OUTDOOR POSTER DESPATCH FORM

The CBS Outdoor Poster Despatch Form will give all the relevant information for each campaign with regard to quantities, finishing requirements, collation details and delivery addresses. If you require a copy, please contact the CBS Outdoor Customer Service department 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.

MOUNTING

A large number of bus companies throughout the UK have now introduced new buses with internal frames for Bus Passenger Panel advertisements, the effect of which is that some of our fixers will require the vinyls to be mounted onto board. However, our fixers do not have the facilities or experience to mount posters onto board and therefore the responsibility will fall to the printer. The CBS Outdoor Poster Despatch Form will indicate which fixers will require conventional vinyl posters and which will require the vinyl posters to be mounted onto board. If you require a copy of the Poster Despatch Form please contact the CBS Outdoor Customer Service department on 020 7482 3000 and quote the campaign reference. When mounting posters, please use a 750 micron folding box board. As an alternative to mounting, CBS Outdoor would accept Bus Passenger

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Panels that are printed directly onto the folding box board. Should you require further clarification on this issue, please contact the CBS Outdoor Production department on 020 7482 3000.

TRIMMING

All posters must be trimmed to the exact Overall Size.

POSTER COLLATION AND PACKING

Please deliver posters flat and wrapped in packages of no more than 100. Please ensure that the edges are fully protected to avoid damage in transit. Folded vinyls cannot be accepted.

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 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.

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. The above information is supplied by CBS Outdoor, Camden Wharf, 28 Jamestown Road, Camden, London NW1 7BY.

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