

**SIZING**

Artworks must be created to the size shown in the line drawing above. (Tenth size).

ACCEPTABLE SOFTWARE

CBS Outdoor 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 600dpi. 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. The artwork must be created to the Overall Size shown in the line drawing and include 2.5mm of 'bleed' all round.

ACCEPTABLE FORMATS

CBS Outdoor can accept artworks on Mac-compatible DVDs or CDs. A colour proof should also be supplied for reference purposes.

ELECTRONIC ARTWORKS

CBS Outdoor can also accept electronic artworks that can be uploaded to our FTP sites. 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 artworks must clearly state the name of the advertiser along with the name of the relevant CBS Outdoor Production Executive for whom the artwork is intended. Once the artwork has been uploaded, please contact the Production Executive and inform them that the artwork has been uploaded.

ARTWORK DEADLINE

Artworks must be with CBS Outdoor 21 calendar days before the in-charge date.

ARTWORK DELIVERY ADDRESSES AND FTP DETAILS

Please refer to page 2 for full details.

BIRMINGHAM

CBS Outdoor
3140 Park Square
Birmingham Business Park
Birmingham B37 7YN

Tel: 0121 788 5255
Fax: 020 7267 4906
FTP: ftp.cbsoutdoor.co.uk
User Name: birmftp
Password: public101

BRISTOL

CBS Outdoor
Unit 9, Axis
Hawkfield Industrial Estate
Hawkfield Way
Whitchurch
Bristol BS14 0BY

Tel: 0117 964 9927
Fax: 020 7267 4940
FTP: ftp.cbsoutdoor.co.uk
User Name: bristolftp
Password: public101

GLASGOW

CBS Outdoor
Units F-H
Woodville Court
Woodville Street
Ibrog
Glasgow G51 2RL

Tel: 0141 440 2529
Fax: 0141 445 8956
FTP: ftp.cbsoutdoor.co.uk
User Name: glasftp
Password: public101

LEEDS

CBS Outdoor
Unit 5
Latchmore Park
Lowfields Road
Leeds LS12 6DN

Tel: 01132 422 336
Fax: 020 7267 4916
FTP: ftp.cbsoutdoor.co.uk
User Name: leedsftp
Password: public101

LONDON

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

Tel: 020 7482 3000
Fax: 020 7267 4951
FTP: ftp.cbsoutdoor.co.uk
User Name: external
Password: designer

MANCHESTER

CBS Outdoor
11 Empress Business Centre
Chester Road
Old Trafford
Manchester M16 9EB

Tel: 0161 772 7608
Fax: 020 7267 4942
FTP: ftp.cbsoutdoor.co.uk
User Name: external
Password: designer

Our franchise partners will not accept posters that

utilise hand-written fonts that are intended to look like graffiti.

are designed to look torn or damaged.

use wording, images or logos that infringe the franchise partner's copyrights.

advertise underwear or swimwear that could be considered gratuitous.

show nudity and sexual imagery.

depict any kind of violence whatsoever.

contain swear words even with abbreviations such as **** being used as a substitute.

are derogatory towards the franchise partner, its staff and services.

carry the strap-line "No Win, No Fee."

are of a political nature.

If you are in doubt, detailed guidelines can be found on the CBS Outdoor website:

www.cbsoutdoor.co.uk

Go to 'Campaign Support' and click on 'Copy Approval'.