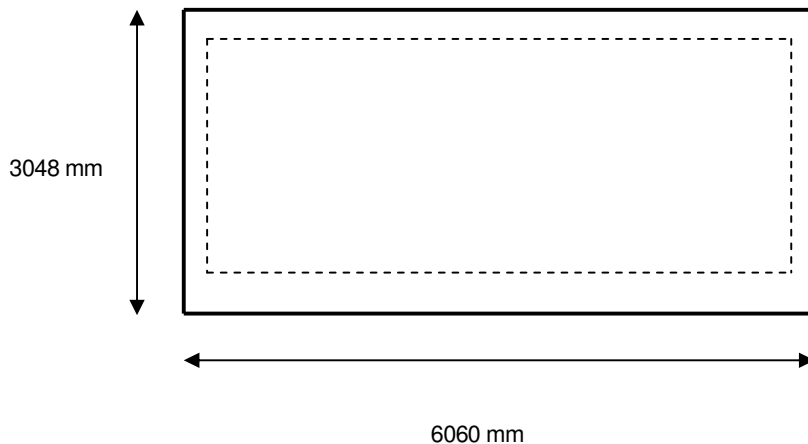




CBS OUTDOOR PRODUCTION ARTWORK SPECIFICATION

SITE TYPE: 48 SHEET POSTER [LANDSCAPE]



DISPLAY AREA

- The overall size needs to be 6060x 3048mm
- The display area needs to be 5940 x 2968mm
- The document size can be 1/10th of the overall size.
- If there are any logos or scans they need to be at least 300DPI.
- Please keep images and text within the display area but feel free to bleed the background colours / images to the overall area. Please be aware that if an artwork has text or logos 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 / logos further into the display area.

ARTWORK REQUIREMENTS

- We can accept Mac compatible artwork in the following packages: Adobe Illustrator, Adobe PhotoShop, In-Design and Quark. PC versions of these packages are acceptable.
 - Convert all RGB to CMYK and any vector files to outlines.
 - If creating spot colour artwork, please specify Pantone references within the digital file.
 - If there are any logos or scans, they need to be a least 300dpi minimum.
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- If the artwork is being created in Quark, please enclose all fonts and images used.
- Artwork should be supplied on either CD ROM, memory sticks, uploaded onto CBS Outdoor's FTP site; FTP links or press ready PDFs on e-mail. **Artwork folders must be labeled as the Client's name.**
- Please provide a colour hardcopy with artwork if sending a CD in the post.

CBS Outdoor's FTP details are:

<ftp://external:designer@ftp.cbsoutdoor.uk> (PC) <ftp.cbsoutdoor.co.uk> (Mac)

Username: external Password: designer

ARTWORK DEADLINE

Artwork must be with CBS Outdoor, at least 21 calendar days before the campaign in-charge date.

ARTWORK GUIDELINES



Bus companies 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 bus companies' 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 Bus / Train company, 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
