

# Traincard Production Specifications

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## Square

### Standard Dimensions:

Type area: 395mm x 395mm

C2C type area: 378mm x 378mm

Trim size: 400mm x 400mm

Bleed area: 405mm x 405mm

### Please note:

C2C: slightly smaller type area of 378mm x 378mm  
(see solid blue line)

GWR & Southern: corners cut at 15.5mm from each corner  
(see dotted line)

Square size not available on Thameslink



## Landscape - South West Trains

### Dimensions:

Type area: 564mm x 240mm

Trim size: 609mm x 280mm

Bleed area: 614mm x 285mm



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on train media

## Portrait A3 - Thameslink

### Standard Dimensions:

Type area: 292mm x 415mm

Trim size: 297mm x 420mm

Bleed area: 302mm x 425mm



### Artwork

- **Format:** high res PDF or Adobe Illustrator file at 300dpi
- **Delivery:** via email or We Transfer (or similar) – an FTP site is also available
- **Deadline:** 2 weeks prior to campaign start date. Please note, due to the extra costs involved, we charge an additional £50 for artwork delivered or re-supplied after the deadline date.

Be aware of the safe area on your artwork – anything that needs to be seen should fit within the **type area**.

All artwork is subject to approval by the train operating companies it will be displayed on.

For all enquiries, please contact:  
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