

Traincard Production Specifications

Page 1 of 2

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 - Greater Anglia

Dimensions:

Type area: 554mm x 210mm

Trim size: 564mm x 220mm

Bleed area: 574mm x 230mm



Landscape - South Western Railway

Dimensions:

Type area: 579mm x 250mm

Trim size: 609mm x 280mm

Bleed area: 614mm x 285mm



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Page 2 of 2

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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