



# IMPORTANT INFORMATION

**With immediate effect, CBS Outdoor will not accept **QR Codes** and **NFC Tags** on any **Across Track Posters** or **Escalator Panels** due to **Health & Safety** concerns.**

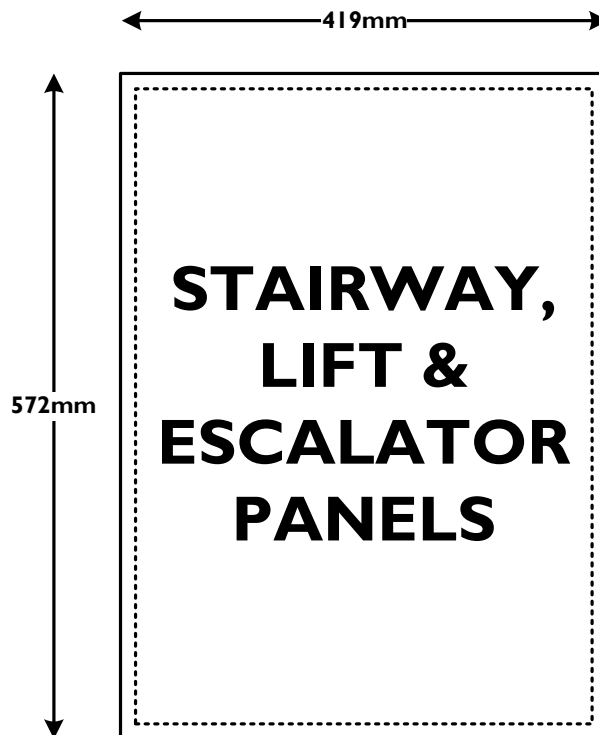
**CBS OUTDOOR  
Camden Wharf  
28 Jamestown Road  
Camden  
London NW1 7BY**

**Tel: 020 7482 3000**

**Fax: 020 7485 6554**

**[www.cbsoutdoor.co.uk](http://www.cbsoutdoor.co.uk)**

**Effective from 14th January 2013**



**OVERALL SIZE**  
572mm x 419mm

----- **DISPLAY AREA**  
540mm x 387mm

## SIZING

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

## 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. **Please note:** CBS Outdoor strongly recommends that you do not use the frame as a 'cropping device' for corporate logos as 100% accuracy cannot be guaranteed due to a variation in the width of the frames installed on the London Underground.

## 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 300dpi. 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 10mm 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

**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: 0113 2422336  
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  
Third Floor  
The Lighthouse  
14 The Quays  
Salford  
Manchester M50 3BF

Tel: 0161 772 7615  
Fax: 0161 877 7389  
FTP: ftp.cbsoutdoor.co.uk  
User Name: manchftp  
Password: public101

**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](http://www.cbsoutdoor.co.uk)

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