

PRODUCTION DETAILS

Exterion Media has a highly experienced and dedicated Production Department committed to offer professional print advice, quotes and information on materials related to all your campaign production.

Advertisers are advised to use Exterion Media Production, where we can ensure that all campaigns are printed on approved materials and to the correct specifications.

If you require expert advice and guidance please contact the Exterion Media Production Department for a free quote or to place your print with one of our specialist suppliers.

CONTACTS:

Sales web-enquiry@exterionmedia.co.uk

Production –

Richard Hunt – Head of Production – 0207 428 2829

Adam Webster – Production Manager – 0207 428 3593

David Utton – Snr Production Exec – 0207 428 3688

EXTERION MEDIA

7th Floor, Lacon London
84 Theobalds Road
Holborn
London WC1X 8NL

Contact details:
The Production Department
Tel: 020 7482 3000

Email: productionartwork@exterionmedia.co.uk

CLIENT PRODUCTION

If you have chosen to provide your own posters please ensure that the bills are printed on the correct substrates. Please note that any part delivery of the Advertisement Copy or Artwork, delivery in the incorrect format, or delivery not meeting the Production Specification or any of Exterion Media UK Limited's Terms and Conditions, as provided, shall be deemed to be no delivery for the purpose of undertaking or procuring the undertaking of Exterion Media's Production Services.

All posters are to be delivered two (2) weeks prior to in charge date.

Please also be aware that should bills be delivered late Exterion Media cannot guarantee display and this could affect the fixing of your campaign.

If your printer has any questions please contact the Exterion Media Production Department for details.

ARTWORK SPECIFICATIONS

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: Exterior Media strongly recommends that you do not use the frame as a 'cropping device' for corporate logos and borders, as 100% accuracy cannot be guaranteed.

ACCEPTABLE SOFTWARE

Exterior Media can accept artworks created with the following software packages: Adobe Illustrator, Adobe Photoshop, Quark Xpress and Adobe In-Design.

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. All artworks must be created to the size shown in the line drawing below **and include 10mm of 'bleed' all round.**

ELECTRONIC ARTWORKS

Electronic artworks can be emailed to your Exterior Media Production Executive. We strongly recommend that the files are 'stuffed' before sending, as this will avoid any risk of the files being corrupted. All artwork files must clearly state the name of the advertiser.

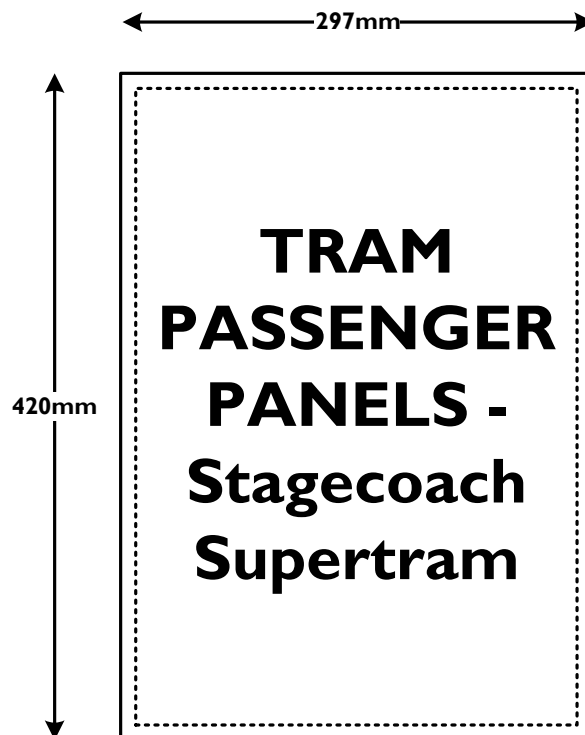
ARTWORK DEADLINE

Artworks must be with Exterior Media 28 calendar days before the in-charge date.

ARTWORK DELIVERY EMAIL ADDRESS

Please send all artwork to productionartwork@exteriormedia.co.uk. Files larger than 10MB may be rejected by our server and should be sent via an online file transfer service such as wetransfer.com.

ALL ARTWORKS MUST BE CREATED TO THE SIZE SHOWN BELOW (FULL SIZE).



OVERALL SIZE
420mm x 297mm

----- DISPLAY AREA
400mm x 270mm

Before posting can commence, every bus, rail and tram campaign must be submitted to Exterion Media for copy approval. This is to ensure that the *Codes of Practice* (also known as *Copy Guidelines*) outlined by our franchise partners are being upheld. The *Codes of Practice* can be found on page 4.

In addition, all advertising copy must comply with Exterion Media's *Sales and Copy Policy*. To view this policy, visit www.exterionmedia.co.uk and either search for 'Copy Approval' or go to the 'Campaign Support' section and click on 'Copy Approval'.

To help in this process and to prevent unnecessary production costs, Exterion Media requires a **pdf** of each design used in the campaign as soon as it is available. The **pdf** must show the actual version to be used in the campaign, be legible and show the entire poster.

The **pdf** must be emailed to copy.approval@exterionmedia.co.uk

To speed-up the process, please indicate in the 'Subject' field, whether the pdf is for: Bus, London Underground, National Rail, Tram or Belfast.

Alternatively, send a colour hard copy of the design to the following address:

Exterion Media (Copy Approval)
7th Floor, Lacon London
84 Theobalds Road
Holborn
London WC1X 8NL

Please indicate on the front of the envelope whether the hard copy is for: Bus, London Underground, National Rail, Tram or Belfast.

Exterion Media assures you of a swift response. Thank you for your co-operation.

**PLEASE NOTE: This address is for Copy Approvals only.
Do not send artworks or finished posters to this address.**

FREQUENTLY ASKED QUESTIONS

Do I need to get my campaign creative approved prior to posting?

Yes. In representing our numerous franchise partners, Exterion Media has a responsibility to vet campaign posters on their behalf prior to posting. All campaign poster designs are checked by the Exterion Media Copy Approval Team who will adhere to guidelines set-out by our franchise partners, as well as those of the Advertising Standards Authority (ASA) in line with the United Kingdom Code of Non-Broadcast Advertising, Sales Promotion and Direct Marketing.

What are Exterion Media's terms governing the acceptance of advertising?

Exterion Media reserves the right to refuse a poster design or creative without providing specific reasons. However, Exterion Media will endeavour to refer to Exterion Media's *Sales and Copy Policy* (on our website) and the guidelines laid down by our franchise partners who include London Underground, London Buses and all of our other Bus, Rail and Tram franchises.

Where the poster design has given cause for concern, Exterion Media will offer recommendations to help bring the poster in line with the *Sales and Copy Policy* (on our website) or the *Codes of Practice* on page 4 as appropriate. We actively encourage our clients, agencies and specialists to send us artwork in advance of production to avoid any costly re-prints.

Advertisements will not be accepted for, or retained on display in the sites managed by Exterion Media if in the opinion of Exterion Media they:

1. do not comply with the law or incite anyone to break the law
2. do not comply with the Advertising Standards Authority (ASA) guidance or the UK Code of Non-Broadcast Advertising, Sales Promotion and Direct Marketing (CAP Code) which includes regulations regarding advertising, sales promotion and direct marketing
3. do not promote equality of opportunity for all persons irrespective of their race, sex, disability, age, sexual orientation or religion
4. are likely to offend the general travelling public or depict or offend ethnic, religious or other major groups on account of the nature of the product or service being advertised, the wording or design of the advertisement or inference contained therein
5. are likely to be defaced
6. depict men, women or children in a sexual manner, or display nude or semi-nude figures in an overtly sexual context. For example, whilst the use of undressed people in most underwear advertising may be seen as an appropriate context, gratuitous use of an overtly sexual nature will be viewed as unacceptable
7. depict or refer to indecency or obscenity, depict bodily functions or use obscene or distasteful language
8. advertise lap-dancing, gentlemen's clubs, escort agencies, or massage parlours
9. depict direct and immediate violence to anyone shown in the poster or to anyone looking at the poster
10. condone or provoke anti-social behaviour
11. advertise films which have not been granted permission for public exhibition or which do not show the required certificate except when the name of the cinema is not shown. Films carrying an 18 certificate must also carry the Advertising Viewing (AVC) logo
12. contain images or messages that relate to matters of public controversy and sensitivity
13. are of a political nature calling for the support of a particular viewpoint, policy or action or attacking a member or policies of any legislative, central or local government authority (advertisements are acceptable which simply announce the time, date and place of social activities or of a meeting with the names of the speakers and the subjects to be discussed)
14. contain illustrations which depict, or might reasonably be assumed to depict, quotations from or references to a living person unless the written consent of that person is obtained and is produced to Exterion Media. Exterion Media will require an indemnity against any action by that person or on that person's behalf before such illustrations, quotations or references will be accepted
15. use handwriting or illustrations that would suggest the poster has been damaged, defaced, fly posted or subjected to graffiti, after it has been posted.
16. might adversely affect in any way the interest of the site owner e.g. The London Underground, The Docklands Light Railway and all Bus, Tram or Coach company franchise partners (e.g. negative references to the environment)

Exterion Media reserves the right to refuse a poster design or creative without providing specific reasons although Exterion Media will endeavour to refer back to the above guidelines and to its *Sales and Copy Policy* (available on our website).

Please note:

To avoid last minute difficulties and the possibility of wasted production costs, Exterion Media is happy to advise on the likelihood of a poster's acceptability prior to the copy deadline.

It remains the advertiser's responsibility to ensure creative or advertisement copy does not breach copyright or other intellectual property rights. Licensed brand images and logos require the express permission of the owner before use. Exterion Media is not responsible for property rights or permissions. Use of the London Underground logo or station logos is subject to the permission of TfL Group Marketing, Intellectual Property Department: call 0207 222 5600 to find out more.

In the event of the rejection of copy, 'Slipping' or covering over portions of the poster in question will not be accepted as an alternative.