



96 SHEET

PRODUCTION SPECIFICATION

IMPORTANT INFORMATION

Production details:

Global 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 Global 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 Global Production Department for a free quote or to place your print with one of our specialist suppliers.

Contacts: Production
Tel: 028 4451 1881
Email: productionNI@global.com

A note on client production:

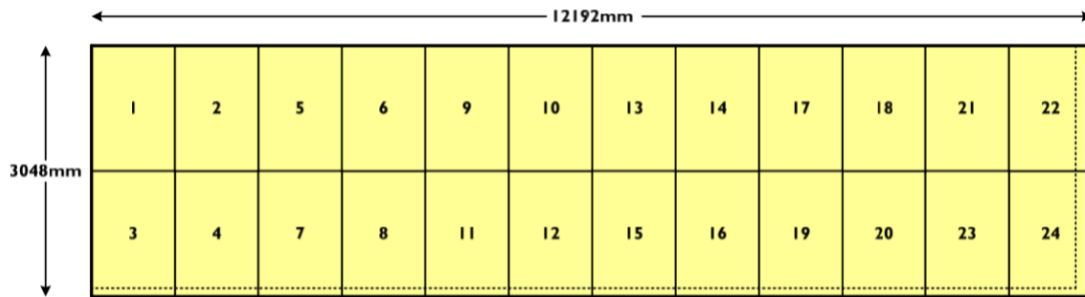
If you have chosen to provide your own posters, please ensure that the bills are printed on the correct substrates. Please note that any part delivery of the Advertisement Copy or Artwork, delivery in the incorrect format, or delivery not meeting the Production Specification or any of Global UK Limited's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

If your printer has any questions, please contact the Global Production Department for details.

**GLOBAL WILL REFUSE TO ACCEPT ANY DELIVERIES THAT DO NOT
CONFORM TO THESE SPECIFICATIONS**



OVERALL SIZE
3048mm x 12192mm

----- **DISPLAY AREA**
2948mm x 11892mm - See below

DELIVERY DEADLINE

Posters must be produced to the exact specification set out below and delivered 14 calendar days before the 'In-charge' date of the campaign. **Please note:** Global is not liable for compensation claims against any campaign where posters have been received after the delivery deadline. All posters received after the delivery deadline will not be posted until the next available posting cycle for this site type.

DISPLAY AREA

Due to paper-stretch when wet-posting, Global strongly suggests that advertisers pay particular attention to the Display Area. Background images and colours can be bled up to the Overall Size but all-important text and images must be positioned no less than 300mm from the right-hand edge and 100mm from the bottom edge. This will ensure that no important text or images are lost behind the framework of the hoarding.

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

MATERIALS

Posters or slips will not be accepted if printed on any photographic or vinyl materials. Global will also refuse to accept any posters that have been varnished, laminated or encapsulated as none of these processes are compatible with wet- posting.

SCREEN PRINTING: 105-120gsm Opacified **UNCOATED** MG poster paper with a blue backing.

LITHO PRINTING: 105-120gsm Opacified **COATED** MG poster paper with a blue backing.

INKS

All 96 Sheets are wet-posted therefore only solvent inks can be used as UV or water-based inks are not compatible for wet- posting.

PRINTING

Prior to posting, Global will either hand or machine-fold all posters. Variations in the compatibility of ink, paper and drying method can cause a reduction in the paper's durability and may cause the paper to crack or tear during folding or posting. Therefore, each ink, paper and drying combination should be thoroughly tested for suitability before commencing with poster production. Please contact the Global for assistance with folding and posting trials. Global will not accept responsibility for folding or posting failures that may occur due to ink, paper or drying incompatibilities.

Global will not accept posters that are printed in a landscape format.

SPARE POSTERS

Global will always require additional 'spare' posters to refurbish campaigns.

For a campaign of less than 20 sites, contact Global on 028 4451 1881 for the quantity of posters to be produced.

For a campaign of up to 4 weeks, initial deliveries should include 20% spares.

If the campaign is longer than 4 weeks, sufficient spares should be provided to re-post the campaign every 4 weeks.

TRIMMING

Posters must be trimmed to the Overall Size within the stated tolerances: Width = 12172mm to 12192mm. Depth = 3028mm to 3048mm.

All 24 sections must be printed on individual sheets, measuring 1524mm deep x 1016mm wide with additional UNPRINTED overlaps suitable for posting left-to-right and top-to-bottom. See below for more details.

OVERLAPS - Please refer to the line drawing at the beginning of this specification.

Panels 1, 2, 5, 6, 9, 10, 13, 14, 17, 18 and 21 will require a 10mm UNPRINTED overlap on the right-hand edge.

Panel 22 will not require any overlaps.

Panels 3, 4, 7, 8, 11, 12, 15, 16, 19, 20 and 23 will require a 10mm UNPRINTED overlap on the right-hand edge and the top edge.

Panel 24 will require a 10mm UNPRINTED overlap on the top edge.

POSTER COLLATION AND PACKING

Please deliver posters collated in the sequence shown in the line drawing, folded and wrapped in packages of no more than 10. Posters delivered in this way will be accepted on pallets.

POSTER LAYOUTS

A poster layout must be included inside every package and another attached to the outside.

DELIVERY NOTES

Every consignment of posters delivered must have a Delivery Note attached indicating the advertiser, the number of designs, a title for each of the designs and the quantity of each design.

POSTER DELIVERY ADDRESS

Global Service Depot, Unit F9, Inspire Business Park, Carrowreagh Road, Dundonald BT16 1QT.

CHANGES OF DESIGN

Charges for changes of design are available on request and subject to written agreement from both parties. Fixing costs are not subject to Agency or Specialist commission.

Exact dates for changes of design are subject to posting cycle workload. Please contact your Account Manager or Global on 028 4451 1881 for more details.

DISPOSAL OF SPARE POSTERS

Please notify Global Customer Service in writing if you wish to retain spare posters after a campaign has ended. A small storage charge will be made. Otherwise posters will be disposed of 10 days after the campaign has ended. Global Service Depot, Unit F9, Inspire Business Park, Carrowreagh Road, Dundonald BT16 1QT.

COPY APPROVAL

In representing our numerous franchise partners, Global has a responsibility to vet campaign posters on their behalf prior to posting. All campaign poster designs are checked by the Global 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.

Global reserves the right to refuse a poster design or creative without providing specific reasons. However, Global will endeavour to refer to Global's Sales and Copy Policy (on our website) and the guidelines laid down by our franchise partners.

Where the poster design has given cause for concern, Global 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.

CODES OF PRACTICE (COPY GUIDELINES)

Advertisements will not be accepted for, or retained on display in the sites managed by Global if in the opinion of Global 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 Global. Global 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)

Global reserves the right to refuse a poster design or creative without providing specific reasons although Global 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, Global 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. Global 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.