



# **COMMUTER CARDS**

## **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](mailto: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.

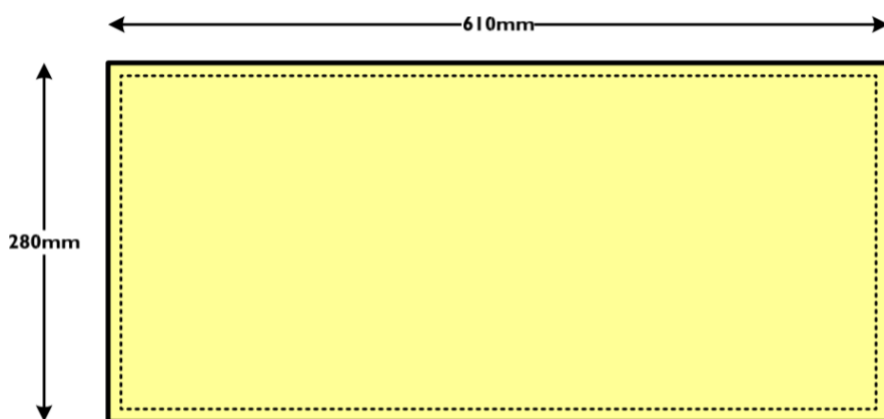
All posters are to be delivered two (2) weeks prior to in charge date.

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**

**COMMUTER CARDS PRODUCTION SPECIFICATION**



**OVERALL SIZE**  
280mm x 610mm

----- **DISPLAY AREA**  
234mm x 564mm

#### **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.

#### **BARCODING**

Every campaign must have the appropriate barcode printed on all posters. See later for details.

#### **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:** 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**

Please see later in this specification for full details.

#### **GLOBAL POSTER DESPATCH FORM**

The Global Poster Despatch Form will give all the relevant information for each campaign with regard to quantities, collation details and delivery addresses. If you require a copy, please contact the Global and quote the campaign reference.

#### **SPARE POSTERS**

Global will always require additional 'spare' posters to refurbish campaigns. The quantities shown on the Global Poster Despatch Form will include the required number of spares.

#### **TRIMMING**

All posters must be trimmed to the exact Overall Size.

#### **POSTER COLLATION AND PACKING**

Please deliver posters flat and wrapped in packages of no more than 100. Please ensure that the edges are fully protected to avoid damage in transit. Folded vinyls cannot be accepted.

## QUALITY ASSURANCE DOCUMENTATION

All deliveries will require documentation giving details of Quality Assurance Checks. This must clearly identify the following information: campaign reference(s), print method, ink details and drying method. Global will also require the name of the person who carried out the Quality Assurance Checks for that particular consignment.

## 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.

# MATERIALS AND PRINTING (Digital – Solvent & UV)

## GENERAL NOTES

- Permanent adhesives and materials with unmarked backing sheets will not be accepted.
- Posters printed on any photographic or reflective materials cannot be accepted. Global will also refuse to accept any poster produced with Pre-spaced Vinyl Cut Lettering.

## DIGITAL – Solvent

### VINYLS and OVER-LAMINATES

Please use 100 micron removable self-adhesive vinyl of the following makes only as they have been tested and approved by Global:

**EVERETT DENNISON IPMI 7112** or the **MPI-3001** range when used with a **DOL 3000 Over-laminating Film**.  
**MACTAC IMAGIn JT5000** range when used with an **LF3000 Over-laminating Film**. **RITRAMA RI-JET 100, RI-AP, Code 05049** when used with an **RI 2067 Over-laminating Film**.

All vinyls must be over-laminated, failure to do so will result in a deterioration of the printed surface.

### INKS

When digitally-printing onto any of the approved vinyls with solvent-based inks, Global recommends the following ink ranges, all of which are suitable for transport advertising:

**SERICOL - Colour+ Solvent Digital Ink Systems**. This ink range is compatible with a wide range of large-format, solvent-based, digital print machines. Please go to [www.fujifilmsericol.co.uk](http://www.fujifilmsericol.co.uk) for more details and Information Sheets. **SUN CHEMICALS – Streamline Superwide Format**. This ink range is compatible with a wide range of large-format, solvent-based, digital print machines. Please go to [www.sunchemical.com](http://www.sunchemical.com) for more details and Information Sheets.

## HEAVY INK COVERAGE

The over-loading of ink in solid areas of colour must be avoided. This should be accomplished by adjusting your RIP software settings so that 'Ink Limiting' is set to a maximum of 200%. This should still allow enough ink saturation to give a good colour gamut without too much ink being laid down.

### **CURING**

Each individual poster must be allowed to 'cure' before being over-laminated, trimmed and collated ready for despatch. Global insists that all digitally printed posters must be allowed to 'cure' for at least 24 hours after printing.

Incompatibility between the vinyl, ink and curing method will cause a reduction in the vinyl's durability and result in problems with 'scratching', 'curling', 'stretching' or 'embrittlement', this in turn, will result in vinyl failure. Each vinyl, ink and curing combination should be thoroughly tested for suitability before commencing with poster production. For more advice please contact the vinyl and ink manufacturers. Global will not accept responsibility for vinyl failures that may occur due to vinyl, ink or curing incompatibilities.

### **DIGITAL – UV**

#### **VINYLS and OVER-LAMINATES**

Please use 100 micron removable self-adhesive vinyl of the following makes only as they have been tested and approved by Global:

**EVERETT DENNISON MPI-3001** range when used with a **DOL 3000 Over-laminating Film**. **MACTAC IMAGIn JT5000** range when used with an **LF3000 Over-laminating Film**. **RITRAMA RI-JET 100, RI-AP, Code 05049** when used with an **RI 2067 Over-laminating Film**.

All vinyls must be over-laminated, failure to do so will result in a deterioration of the printed surface.

#### **INKS**

When digitally-printing onto any of the approved vinyls, Global recommends the following ink ranges, all of which are suitable for transport advertising:

**SERICOL - Uvijet UV Digital Inks**. This ink range is compatible with a wide range of large-format, UV-based, digital print machines. Please go to [www.fujifilmsericol.co.uk](http://www.fujifilmsericol.co.uk) for more details and Information Sheets. **SUN CHEMICALS - Crystal URR** and **Crystal UFE**. Both of these ink ranges are compatible with a wide range of large-format, UV-based, digital print machines. Please go to [www.sunchemical.com](http://www.sunchemical.com) for more details and Information Sheets.

#### **HEAVY INK COVERAGE**

The over-loading of ink in solid areas of colour must be avoided. This should be accomplished by adjusting your RIP software settings so that 'Ink Limiting' is set to a maximum of 200%. This should still allow enough ink saturation to give a good colour gamut without too much ink being laid down.

### **CURING**

Each individual poster must be allowed to 'cure' before being over-laminated, trimmed and collated ready for despatch. Global insists that all digitally printed posters must be allowed to 'cure' for at least 24 hours after printing.

Incompatibility between the vinyl, ink and curing method will cause a reduction in the vinyl's durability and result in problems with 'scratching', 'curling', 'stretching' or 'embrittlement', this in turn, will result in vinyl failure. Each vinyl, ink and curing combination should be thoroughly tested for suitability before commencing with poster production. For more advice please contact the vinyl and ink manufacturers. Global will not accept responsibility for vinyl failures that may occur due to vinyl, ink or curing incompatibilities.

# MATERIALS AND PRINTING (Screen and Litho)

## GENERAL NOTES

- Permanent adhesives and materials with unmarked backing sheets will not be accepted.
- Posters printed on any photographic or reflective materials cannot be accepted. Global will also refuse to accept any poster produced with Pre-spaced Vinyl Cut Lettering.

## SCREEN

### VINYLS

Please use 100 micron removable self-adhesive vinyl of the following makes only as they have been tested and approved by Global:

**AVERY DENNISON FASSON FASCAL Superscreen 100. MACTAC MACAL 8129/MR980, 8129/MR180. ORACAL 1665 Bus Vinyl. RITRAMA R1.145/100 VM Removable.**

### INKS

When screen-printing onto any of the approved vinyls, Global recommends the following ink ranges, all of which are suitable for transport advertising:

**SOLVENT-BASED INKS - SUN CHEMICALS Vynaglaze 4700 series and Flexijet 4800 series. SERICOL Plastijet TL Trichromatics and Plastijet XG.**

**UV CURING INKS - SUN CHEMICALS Harmony HRN series, Vioflex 4000 series, Solarsilk SLK series and Synergy SRG series.**

**SERICOL Uviplast HiFlex ES Trichromatics, Uvispeed Multiflash UZ and Aquaspeed Display VQ/YZ.**

### PROTECTIVE FINISH

For maximum durability on long-term campaigns, Global suggests a clear machine or UV varnish should be applied to the poster.

Incompatibility between the vinyl, ink and curing method will cause a reduction in the vinyl's durability and result in problems with 'scratching', 'curling', 'stretching' or 'embrittlement', this in turn, will result in vinyl failure. Each vinyl, ink and curing combination should be thoroughly tested for suitability before commencing with poster production. For more advice please contact the vinyl and ink manufacturers. Global will not accept responsibility for vinyl failures that may occur due to vinyl, ink or curing incompatibilities.

## LITHO

### VINYLS

Please use 100 micron removable self-adhesive vinyl of the following make only as it has been tested and approved by Global:

**AVERY DENNISON FASSON FASCAL Superscreen 100.**

### INK and VARNISH

When litho-printing onto the approved vinyl, Global recommends the following ink range and high-rub varnish, both of which are suitable for transport advertising:

**UV CURING INK - SUN CHEMICALS Suncure Display Lightfast 4 Colour Set USD70, USD68, USD64 and USD78.**

**HIGH-RUB VARNISH - SUN CHEMICALS CDV7199.**

Incompatibility between the vinyl, ink and curing method will cause a reduction in the vinyl's durability and result in problems with 'scratching', 'curling', 'stretching' or 'embrittlement', this in turn, will result in vinyl failure. Each vinyl, ink and curing combination should be thoroughly tested for suitability before

commencing with poster production. For more advice please contact the vinyl and ink manufacturers. Global will not accept responsibility for vinyl failures that may occur due to vinyl, ink or curing incompatibilities.

## **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.

## BARCODING OF BUS CAMPAIGNS

### **Industry first**

Global has introduced the first national, computerised barcoding system which will be used to monitor the bus medium. The system provides instant information about the posting of advertisers' campaigns, bringing greater accountability to the medium.

### **More accountability**

Barcoding gives advertisers accurate information about the fixing and location of their campaigns. The central computer is programmed to automatically verify information and constantly monitor the performance of each fixing team.

### **Tracking of campaigns**

The system consists of a hand-held scanner which the fixers use to read the barcode on the poster and record the bus number. Every campaign has its own unique code. During posting the barcode is scanned and the bus number recorded. The posting information is then downloaded via modem to Global's database. The database compiles an accurate report of the posting, enabling Global to issue 'Confirmation of Posting' details.

### **Fast and efficient**

The system gives advertisers fast, accurate information about their bus advertising campaign. It utilises the latest barcoding technology to monitor fixing of campaigns on Global's network of fleets. The



process uses a fool-proof input system which only permits known site numbers to be input and removes the possibility of incorrect allocation.

### Creating the barcode

The barcode can be created on Apple Macintosh Software using a package called 'MacBarcoda', this produces a 'Code 39' type of barcode. Simply enter the number shown above the barcode and the software will create the barcode you require. This barcode can then be imported into your client's artwork document as an EPS or scan.

### Colours

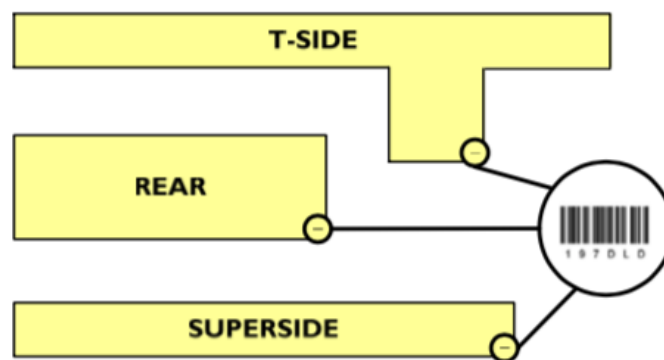
Ideally the barcode should be printed in black or dark blue, if this is not possible another dark colour will suffice as long as it is printed onto a light-coloured background, this will enable the hand-held scanner to pick-up the contrast between the two colours. Never print the barcode in red as the scanner does not recognise any shade of red. Do not print the barcode in a dark colour on a dark background; if this situation arises create a white area, larger than the barcode, in the background colour or image and position the barcode accordingly.

### Different site types

Global will issue a different barcode for each site type you are printing. For example, if the campaign involves Supersides, Streetliners and Super Rears, you will receive three different barcodes. If you are producing different combinations of T-Sides i.e. Centre Stem, Off-Centre Stem and Forward Stem, the same barcode can be used for all three configurations.

### Positioning the barcode

In order for the system to operate efficiently, barcodes must be placed in the bottom right-hand corner of all posters, 50mm from each edge as indicated in the examples below.



If printing the barcode in the position indicated interferes with your client's creative copy, feel free to re-position the barcode but please keep it 50mm from any edge and as near to the bottom right-hand corner as possible on all T-Sides and Supersides.

### Reprints

If you are reprinting posters used on a previous campaign, you do not require a new barcode; however, you must contact Global Customer Service on 028 4451 1881 and inform them of the barcode that you are printing.

### Passenger Panels (Commuter Cards, Back of Driver)

These are smaller site types that are viewed at close quarters but will still require a barcode. To lessen the impact of the barcode you can print it at half the normal depth but do not alter the width. See the examples below.

Full size



Half depth



The barcode for each campaign can be provided at any time but will be issued automatically at the time of booking with the Confirmation of Order.

All Global bus campaigns must be barcoded.

Should you have any questions or require further information, please contact Global on