

EXTERION MEDIA WILL REFUSE TO ACCEPT ANY DELIVERIES THAT DO NOT CONFORM TO THESE SPECIFICATIONS

DELIVERY DEADLINE AND POSTING CYCLE

Posters must be produced to the exact specification set out below and delivered 14 calendar days before the 'In-charge' date of the campaign. Campaigns are then posted on a 6 calendar day cycle (excluding Bank Holidays) which commences before the 'In-charge' date.

Please note: Exterion Media 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.

COPY APPROVAL

Before posting can commence, every Bus campaign must be submitted to Exterion Media for copy approval. This is to ensure that the Codes of Practice outlined by our franchise partners are being upheld. See *Copy Approval on page 3*.

BARCODING

Every campaign must have the appropriate barcode printed on all posters. See *Barcoding of Bus Campaigns on pages 4 and 5*.

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: Exterion Media strongly recommends that you do not use the frame as a 'cropping device' for corporate logos as 100% accuracy cannot be guaranteed due to the variety of frames used by the different bus fleets.

MATERIALS

Exterion Media will refuse to accept any poster that is produced with Pre-spaced Vinyl Cut Lettering.

Please print directly onto 750 micron folding box board.

EXTERION MEDIA POSTER DESPATCH FORM

The Exterion Media 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 Exterion Media Customer Service department on 020 7482 3000 and quote the campaign reference.

SPARE POSTERS

Exterion Media will always require additional 'spare' posters to refurbish campaigns. The quantities shown on the Exterion Media 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 wrapped in packages of no more than 50. Please ensure that the edges are fully protected to avoid damage in transit.

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. Exterion Media 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 ADDRESSES

Exterior Media is not responsible for the delivery of your posters. Please contact Exterior Media Customer Service on 020 7482 3000 for the Poster Despatch Form.

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 Exterior Media Customer Service on 020 7482 3000 for more details.

DISPOSAL OF SPARE POSTERS

Please notify Exterior Media 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. Exterior Media, Camden Wharf, 28 Jamestown Road, Camden, London NW1 7BY.

COPY APPROVAL

Before posting can commence, every bus, rail and tram campaign must be submitted to Exterior 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 Exterior Media's *Sales and Copy Policy*. To view this policy, visit www.exteriormedia.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, Exterior 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@exteriormedia.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:

Exterior Media (Copy Approval)
Camden Wharf
28 Jamestown Road
Camden
London NW1 7BY

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

Exterior 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, Exterior Media has a responsibility to vet campaign posters on their behalf prior to posting. All campaign poster designs are checked by the Exterior 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 Exterior Media's terms governing the acceptance of advertising?

Exterior Media reserves the right to refuse a poster design or creative without providing specific reasons. However, Exterior Media will endeavour to refer to Exterior 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, Exterior 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 Exterior Media if in the opinion of Exterior 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 Exterior Media. Exterior 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)

Exterior Media reserves the right to refuse a poster design or creative without providing specific reasons although Exterior 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, Exterior 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. Exterior Media is not responsible for property rights or permissions. Use of London Underground logo or station logos can be used on 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.

Industry first

Exterior Media 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 down-loaded via modem to Exterior Media's database. The database compiles an accurate report of the posting, enabling Exterior Media 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 Exterior Media'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.

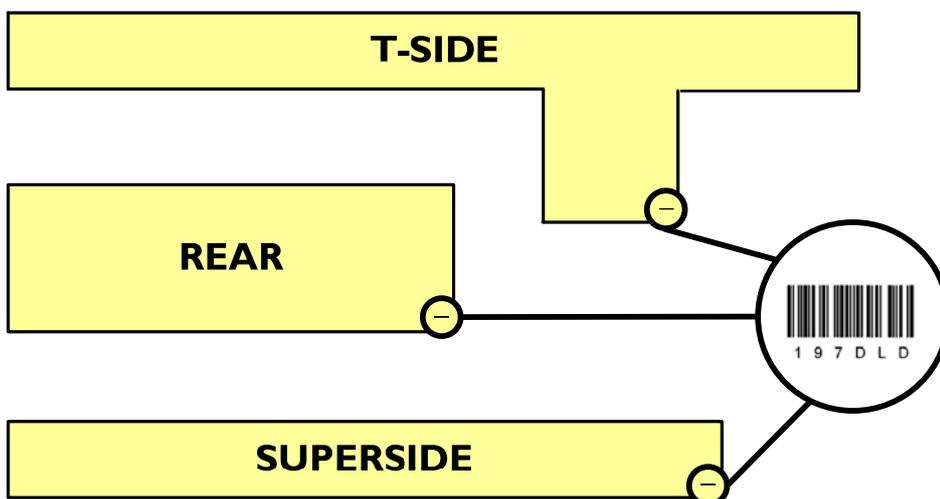
Do not print the barcode in a dark colour on a dark background; if this situation arises create a white area, larger than the barcode, in the background colour or image and position the barcode accordingly.

Different site types

Exterior Media 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 Exterion Media Customer Service on 020 7482 3000 and inform them of the barcode that you are printing.

XL Passenger Panels, Super Headliners, Bus Passenger Panels (Portrait) and Bus Passenger Panels

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



1 9 7 D L D

Half depth



1 9 7 D L D

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 Exterion Media bus campaigns must be barcoded.

Should you have any questions or require further information, please contact either **Exterion Media Customer Service** or **Exterion Media Production** on 020 7482 3000.