



## 12 SHEETS ILLUMINATED

### 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: 0203 282 5222

Email: [productionartwork@global.com](mailto:productionartwork@global.com)

GLOBAL

7<sup>th</sup> Floor, Lacon London  
84 Theobalds Road  
Holborn  
London WC1X 8NL

Copy Approval:

[copy.approval@global.com](mailto:copy.approval@global.com)

### 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.

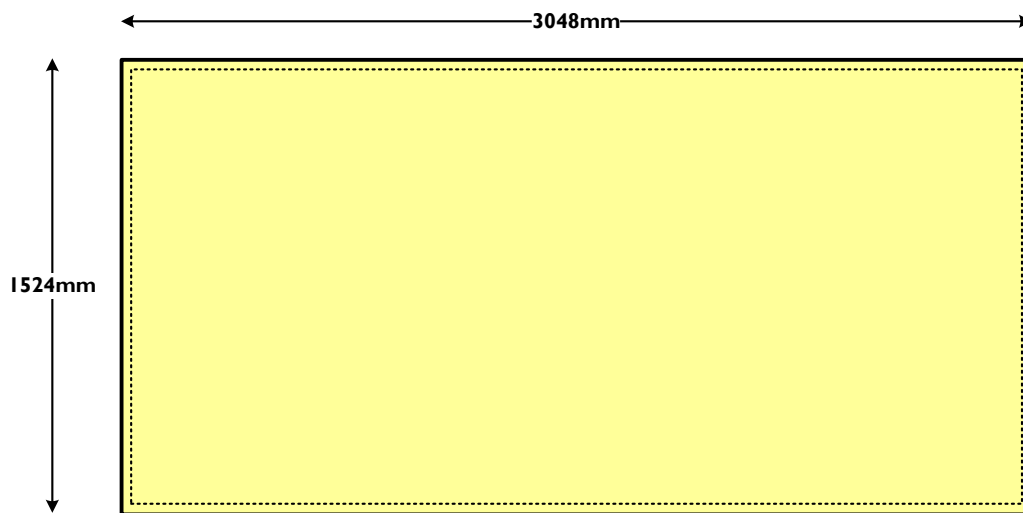
All posters are to be delivered two (2) weeks prior to in-charge date.



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.

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OVERALL SIZE  
1524mm x 3048mm

----- DISPLAY AREA  
1453mm x 2977mm

**GLOBAL 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 7 calendar day cycle (excluding Bank Holidays) which commences before the 'In-charge' date.

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.

### COPY APPROVAL

Before posting can commence, every London Underground campaign must be submitted to Global for copy approval. This is to ensure that the Codes of Practice outlined by our franchise partner are being upheld. See *Copy Approval* on page 4.

### 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 as 100% accuracy cannot be guaranteed.**

#### MATERIALS

Posters will not be accepted if printed on any photographic or vinyl materials. Global will also refuse to accept any posters that have been laminated or encapsulated as neither of these processes conform to the required fire regulations.

Supply on 120-135gsm cartridge paper, coated on both sides.

For improved display on illuminated sites, the design can be printed in reverse on the back.

#### PRINTING

All posters must be printed as a single sheet of paper.



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### DIGITAL PRINTING

In the interest of producing a good quality illuminated display, please choose a digital printing method that will give a good depth of colour, as some prints can look pale and washed-out when back-lit. Please contact the Global Production department on 020 7482 3000 for further advice.

### SPARE POSTERS

Global will always require additional 'spare' posters to refurbish campaigns. All campaigns must include 10% spares.

For a campaign of fewer than 20 sites, contact Global Customer Service on 020 7482 3000 for the quantity of posters to be produced.

### TRIMMING

Posters must be trimmed to the exact Overall Size.

### POSTER COLLATION AND PACKING

Please deliver the posters rolled in cardboard tubes with plastic lids on each end. The cardboard tubes must be 'padded-out' at each end with bubble-wrap to protect the poster edges. No more than 10 posters per tube. A label indicating the advertisement and quantity of posters must be attached to both of the plastic lids. Posters delivered in this way will be accepted on pallets.

When delivering posters on pallets, please note that Global will only accept one design per pallet.

Due to Health & Safety requirements, no metal strapping can be used on pallets. Please use only plastic strapping.

### QUALITY ASSURANCE DOCUMENTATION

All deliveries will require documentation giving details of Quality Assurance Checks. This must clearly identify the following information: campaign reference(s), paper stock, paper weight, print method, ink details, drying method and the dimensions of the finished posters. 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 following:

- Design name within package
- Overall quantity delivered of each design
- Site type
- Paper type used
- Date of dispatch
- Time of dispatch
- Printer used
- Printer's telephone number
- Printer's job number
- PDF of design

### POSTER DELIVERY ADDRESS

Global  
Unit 8, The Arena  
Mollison Avenue  
Enfield  
EN3 7NL



We can accept deliveries at any time between the hours of 8am and 4pm, Monday to Friday.

#### 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 Customer Service on 020 7482 3000 for more details.

Illuminated sites cannot be changed by use of a slip.

#### DISPOSAL OF SPARE POSTERS

Please notify Global 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, 7<sup>th</sup> Floor, Lacon House, 84 Theobalds Road, Holborn, London WC1X 8NL.