



## COPY APPROVAL

Before posting can commence, every bus, rail and tram campaign must be submitted to Global 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 5.

In addition, all advertising copy must comply with Global's *Sales and Copy Policy*. To view this policy, visit [www.global.com](http://www.global.com) 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, Global 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@global.com](mailto:copy.approval@global.com). 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:

Global (Copy Approval)  
7<sup>th</sup> 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.

Global 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, 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.

What are Global's terms governing the acceptance of advertising?

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 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, 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 5 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.

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