



SHOWCASE SQUARES

PRODUCTION DETAILS

All aspects of the production process must be undertaken by the Global Production Department.

Please see below for full contact and artwork details.

CONTACTS:

Production

Tel: 0203 282 5222

Email: productionartwork@global.com

GLOBAL

7th Floor, Lacon London

84 Theobalds Road

Holborn

London WC1X 8NL

Copy Approval:

copy.approval@global.com

IMPORTANT NOTICE

Artworks must be delivered to Global no less than 28 calendar days before the in-charge date to ensure that posting commences on time.

Global will require a Purchase Order before proceeding with poster production.



SHOWCASE SQUARES

ARTWORK SPECIFICATIONS

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 due to variations in manufacture.

ACCEPTABLE SOFTWARE

Global can accept artworks created with the following software packages: Adobe Illustrator, Adobe Photoshop, Quark Xpress and Adobe In-Design.

ELECTRONIC ARTWORKS

Electronic artworks can be emailed to your Global Production Executive. We strongly recommend that the files are 'stuffed' before sending, as this will avoid any risk of the files being corrupted. All artwork files must clearly state the name of the advertiser.

ARTWORK REQUIREMENTS

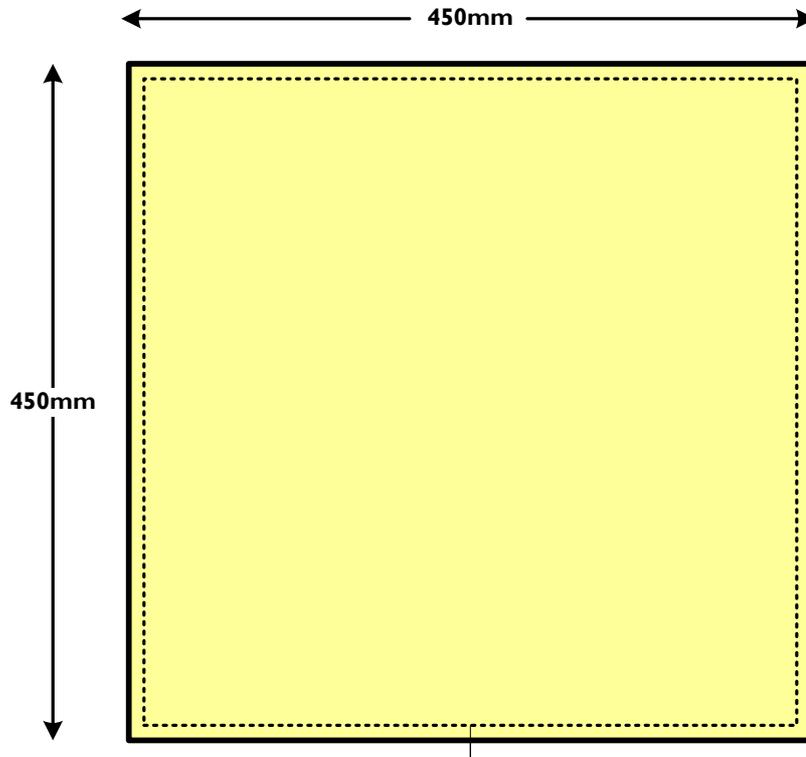
Please convert all RGB files to CMYK. All images must be scanned at hi-resolution, no less than 300dpi. All screen and printer fonts must be supplied, if this is not possible, all text must be created as outlines. For colour linework, all Pantone references must be specified within the digital file. All artworks must be created to the size shown in the line drawing below **and include 2.5mm of 'bleed' all round.**

ARTWORK DEADLINE

Artworks must be with Global 28 calendar days before the in-charge date.

ARTWORK DELIVERY EMAIL ADDRESS

Please send all artwork to productionartwork@global.com Files larger than 10MB may be rejected by our server and should be sent via an online file transfer service such as wetransfer.com.



OVERALL SIZE
450mm x 450mm

----- DISPLAY AREA
435mm x 435mm

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 3*.