

## PRODUCTION DETAILS

**All aspects of the production process must be undertaken by the Exterion Media Production Department.**

**Please see below for full contact and artwork details.**

**EXTERION MEDIA**

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

Contact details:  
The Production Department  
Tel: 020 7482 3000

Email: [productionartwork@exterionmedia.co.uk](mailto:productionartwork@exterionmedia.co.uk)

**IMPORTANT NOTES**

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

**Exterion Media will require a Purchase Order before proceeding with production.**

**See page 2 for the Artwork Specifications.**

## ARTWORK SPECIFICATIONS

### QR CODES & NFC TAGS

For Health & Safety reasons, Exterion Media will not accept any 'across track' posters that carry a QR Code or NFC Tag.

### 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 and borders, as 100% accuracy cannot be guaranteed.

### ACCEPTABLE SOFTWARE

Exterion Media accepts artworks created with the following software packages: Adobe Illustrator, Adobe Photoshop, Quark Xpress and Adobe In-Design.

### ARTWORK REQUIREMENTS

Please convert all RGB files to CMYK. All images must be scanned at hi-resolution, no less than 750dpi. 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 1mm of 'bleed' all round.**

### ELECTRONIC ARTWORKS

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

### ARTWORK DEADLINE

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

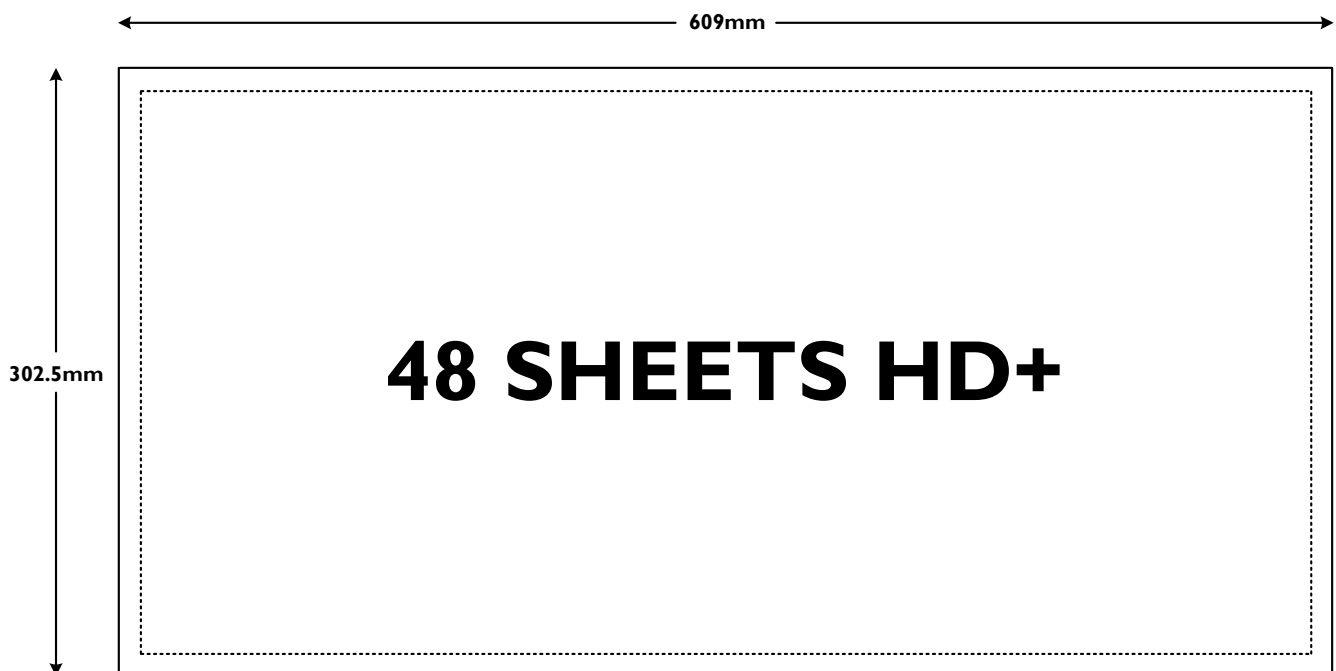
### ARTWORK DELIVERY EMAIL ADDRESS

Please send all artwork to [productionartwork@exterionmedia.co.uk](mailto:productionartwork@exterionmedia.co.uk). Files larger than 10MB may be rejected by our server and should be sent via an online file transfer service such as wetransfer.com.

### COPY APPROVAL

Before posting can commence, every campaign must be submitted to Exterion Media 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.

**ALL ARTWORKS MUST BE CREATED TO THE SIZE SHOWN BELOW (TENTH SIZE).**



OVERALL SIZE  
302.5mm x 609mm

----- DISPLAY AREA  
284mm x 585mm

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