



ESCALATOR PANELS – Merseyrail

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 are providing campaigns for the Merseyrail Escalator Panel format, Global demands that you submit the campaign printed on Global Fire Retardant Board material only, which is solely sourced through Global's recommended suppliers. You can obtain a list of approved suppliers by contacting:

Upon receipt of contact information, please contact the suppliers directly for print quotes and further information.

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 NOTES

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

All of the suppliers will require a Purchase Order before proceeding with production.

See page 2 for the Artwork Specifications.



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ARTWORK SPECIFICATIONS

QR CODES & NFC TAGS

For Health & Safety reasons, Global will not accept any Escalator Panels 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: 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.

ACCEPTABLE SOFTWARE

All of the approved suppliers accept 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 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 10mm of 'bleed' all round.**

ELECTRONIC ARTWORKS

Electronic artworks can be uploaded to the approved suppliers' FTP sites or emailed to the approved suppliers. 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.

GLOBAL POSTER DESPATCH FORM

For each campaign, the Global Poster Despatch Form will provide information with regard to the number of sites along with the relevant delivery address. If you require a copy, please contact Global Customer Service on 020 7482 3000 and quote the campaign reference.

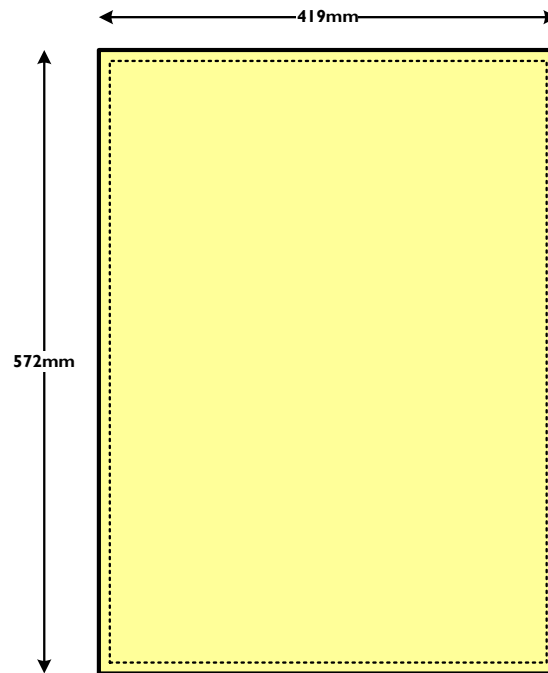
SPARE POSTERS

Global will always require additional 'spare' posters to refurbish campaigns.

Please note: The Global Poster Despatch Form does not include spares. For every campaign produced, please add 10% spares.

COPY APPROVAL

Before posting can commence, every 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.*



OVERALL SIZE
572mm x 419mm

----- DISPLAY AREA
540mm x 387mm
