



## PASSENGER 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 Passenger 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:

#### 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)

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

#### **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

#### 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.

#### SPARES

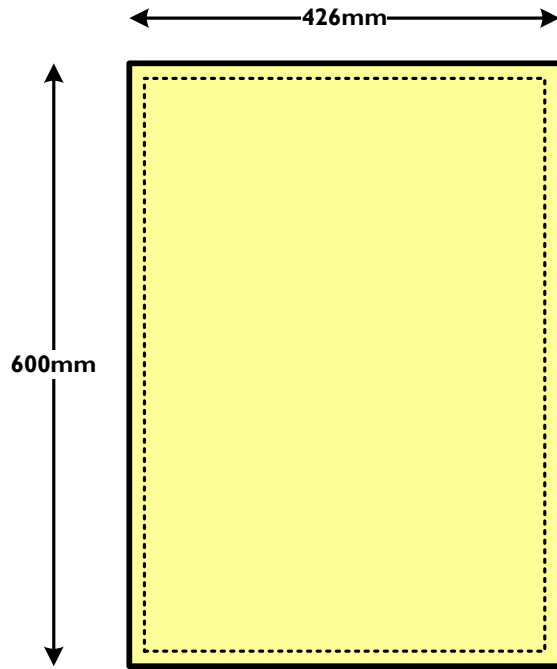
Global will always require additional 'spare' posters to refurbish campaigns. The full quantity of posters for your campaign must be delivered along with 10% spares.

#### BARCODING

Every campaign will have the appropriate barcode printed on all posters. This will be added to the artwork by the printer. See *Barcoding of National Rail Campaigns on pages 6 and 7.*

#### 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  
600mm x 426mm

----- DISPLAY AREA  
585mm x 411mm