



## CAMBRIDGE GUIDED BUSWAY INTERIORS

### 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 require expert advice and guidance, please contact the Global Production Department for a free quote or to place your print with one of our specialist suppliers.

#### CONTACTS:

Production

Tel: 0203 282 5222

Email: [productionartwork@global.com](mailto:productionartwork@global.com)

GLOBAL

7th Floor, Lacon London

84 Theobalds Road

Holborn

London WC1X 8NL

Copy Approval:

[copy.approval@global.com](mailto:copy.approval@global.com)

### CLIENT PRODUCTION

If you have chosen to provide your own posters, please ensure that the bills are printed on the correct substrates. Please note that any part delivery of the Advertisement Copy or Artwork, delivery in the incorrect format, or delivery not meeting the Production Specification or any of Global UK Limited's Terms and Conditions, as provided, shall be deemed to be no



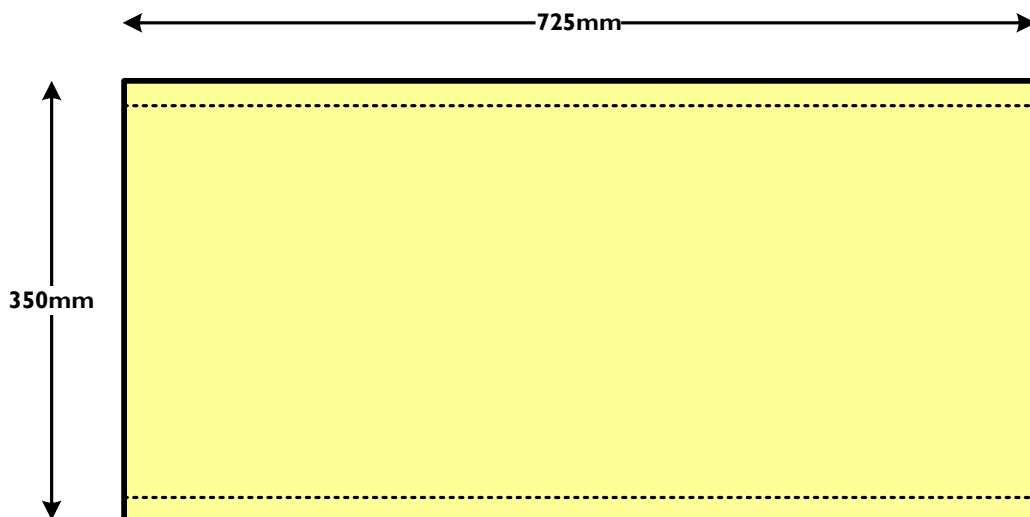
delivery for the purpose of undertaking or procuring the undertaking of Global's Production Services.

All posters are to be delivered two (2) weeks prior to in-charge date.

Please also be aware that should bills be delivered late Global cannot guarantee display and this could affect the fixing of your campaign.

If your printer has any questions please contact the Global Production Department for details.

## CAMBRIDGE GUIDED BUSWAY INTERIORS



OVERALL SIZE  
350mm x 725mm

----- DISPLAY AREA  
310mm x 725mm

**GLOBAL WILL REFUSE TO ACCEPT ANY DELIVERIES THAT DO NOT CONFORM TO THESE SPECIFICATIONS**

### DELIVERY DEADLINE AND POSTING CYCLE

Posters must be produced to the exact specification set out below and delivered 14 calendar days before the 'In-charge' date of the campaign. Campaigns are then posted on a 6 calendar day cycle (excluding Bank Holidays) which commences before the 'In-charge' date.



Please note: Global is not liable for compensation claims against any campaign where posters have been received after the delivery deadline. All posters received after the delivery deadline will not be posted until the next available posting cycle for this site type.

#### COPY APPROVAL

Before posting can commence, every Bus campaign must be submitted to Global for copy approval. This is to ensure that the Codes of Practice outlined by our franchise partners are being upheld. See *Copy Approval on page 4*.

#### BARCODING

Every campaign must have the appropriate barcode printed on all posters. See *Barcoding of Bus Campaigns on pages 6 and 7*.

#### 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 as 100% accuracy cannot be guaranteed due to the variety of frames used by the different bus fleets.**

#### MATERIALS

Global will refuse to accept any poster that is produced with Pre-spaced Vinyl Cut Lettering.

Please print directly onto 750 micron folding box board.

#### GLOBAL POSTER DESPATCH FORM

The Global Poster Despatch Form will give all the relevant information for each campaign with regard to quantities, collation details and delivery addresses. If you require a copy, please contact the Global Customer Service department on 020 7482 3000 and quote the campaign reference.

## CAMBRIDGE GUIDED BUSWAY INTERIORS

#### SPARE POSTERS

Global will always require additional 'spare' posters to refurbish campaigns. The quantities shown on the Global Poster Despatch Form will include the required number of spares.

#### TRIMMING

All posters must be trimmed to the exact Overall Size.

#### POSTER COLLATION AND PACKING

Please deliver posters wrapped in packages of no more than 50. Please ensure that the edges are fully protected to avoid damage in transit.



#### QUALITY ASSURANCE DOCUMENTATION

All deliveries will require documentation giving details of Quality Assurance Checks. This must clearly identify the following information: campaign reference(s), print method, ink details and drying method. Global will also require the name of the person who carried out the Quality Assurance Checks for that particular consignment.

#### DELIVERY NOTES

Every consignment of posters delivered must have a Delivery Note attached, indicating the following:

- Design name within package
- Overall quantity delivered of each design
- Site type
- Material used
- Date of dispatch
- Time of dispatch
- Printer used
- Printer's telephone number
- Printer's job number
- PDF of design
- Barcode of design

#### POSTER DELIVERY ADDRESSES

Global is not responsible for the delivery of your posters. Please contact Global Customer Service on 020 7482 3000 for the Poster Despatch Form.

#### CHANGES OF DESIGN

Charges for changes of design are available on request and subject to written agreement from both parties.

Fixing costs are not subject to Agency or Specialist commission.

Exact dates for changes of design are subject to posting cycle workload. Please contact your Account Manager or Global Customer Service on 020 7482 3000 for more details.

#### DISPOSAL OF SPARE POSTERS

Please notify Global Customer Service in writing if you wish to retain spare posters after a campaign has ended. A small storage charge will be made. Otherwise posters will be disposed of 10 days after the campaign has ended. Global, 7<sup>th</sup> Floor, Lacon House, 84 Theobalds Road, Holborn, London WC1X 8NL.