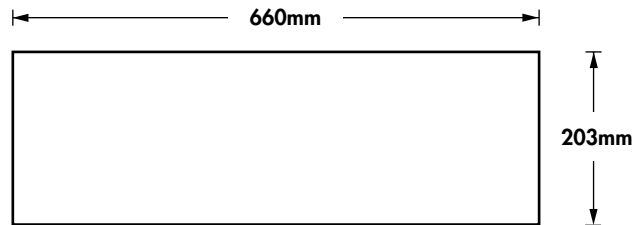


DISPLAY AREA
173mm x 630mm

OVERALL AREA
203mm x 660mm



DELIVERY DEADLINE AND POSTING CYCLE

Posters must be produced to the exact specifications set out below and delivered 18 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: Viacom Outdoor 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.

BAR CODING

Every campaign must have the appropriate Bar Code printed on all posters. **See Bar Coding of Bus Campaigns.**

MATERIALS

Posters printed on any photographic or reflective materials cannot be accepted. Viacom Outdoor will also refuse to accept any poster produced with Pre-spaced Vinyl Cut Lettering.

All posters should be trimmed to exact overall area size.

Please use 100 micron removable self-adhesive vinyl of the following makes only, as tested and approved by Viacom Outdoor:- MACTAC MACAL 8129/MR980, RITRAMA R1.145/100 VM Removable, FASSON FASCAL Superscreen 100, JAC 72105/E85/B145 and INTERCOAT 3104 H12 R2.

Permanent adhesives and materials with unmarked backing sheets will not be accepted.

PLEASE NOTE:

Posters to be delivered to Viacom Outdoor's fixers at BRISTOL CITYLINE, GRAMPIAN REGIONAL TRANSPORT and MAINLINE (Sheffield, Rotherham and Doncaster) must be mounted onto 750 micron board. Please contact Viacom Outdoor Customer Service on 020 7482 3000 for exact details. If posters are received unmounted, Viacom Outdoor will incur an additional charge for the mounting, which regrettably, we must pass onto you the advertiser, with a minimum invoice of £15.

Note: Certain inks and/or printing processes such as U.V. drying may affect the durability of vinyl material. Viacom Outdoor will not accept responsibility for the quality of material produced by such methods.

DISPLAY AREA

For all site types that are fixed into frames, the specification will give the overall and display areas. Please keep all important text and images within the display area, but feel free to bleed the background colours/images up to the overall area. 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.

QUANTITIES AND DELIVERY

Every consignment of posters delivered must have a Delivery Note attached indicating the advertiser, the number of designs, a title for each design and the quantity of each design.

Please deliver posters flat in packages of no more than 100. Folded vinyls cannot be accepted.

For a campaign of less than 20 sites. please contact Viacom Outdoor Customer Service on 020 7482 3000 for the quantity of posters to be produced.

Please provide sufficient spares to change the total campaign each 12 weeks.

CHANGES OF DESIGN

For campaigns lasting longer than 4 weeks, a free full or partial change of design will be provided during each succeeding 4 weeks.

Charges for more frequent changes of design are available on request.

Exact dates for changes of design are subject to posting cycle workload. Please contact Viacom Outdoor Customer Service on 020 7482 3000 for more information.

DISPOSAL OF SPARE POSTERS

Please notify Viacom Outdoor Customer Service in writing if you wish us 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 end.

POSTER DELIVERY ADDRESSES

Viacom Outdoor is not responsible for the delivery of your posters. Please contact Viacom Outdoor Customer Service on 020 7482 3000 for poster despatch details.