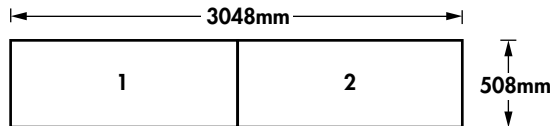


**DISPLAY AREA**  
456mm x 2996mm



#### OVERALL AREA

Panels 1 and 2 measure 508mm deep, 1524mm wide with an additional 12mm UNPRINTED overlap on the right hand edge of panel 1.

#### 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 panels should be trimmed to exact overall area size, with the additional UNPRINTED overlap where necessary.

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.

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.

#### FINISH

For maximum durability on long term campaigns Viacom Outdoor suggests a clear machine or UV varnish should be applied to the poster surface.

#### 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.

Posters will need to be delivered in a combination of 'rolled and collated' or 'flat and uncollated'.

**Rolled and collated:** Please collate and roll a complete Streetliner in the sequence shown above with the design out. Deliver posters wrapped in packages of no more than 10, ensuring the edges are fully protected to avoid damage in transit. Folded vinyls cannot be accepted. **A poster layout must be inserted inside every package and another attached to the outside.**

**Flat and uncollated:** Please stack posters flat on a pallet. Panel 2 should be placed on the pallet first. A tab must be inserted between every 50th vinyl and an additional tab inserted indicating the break between the panels. The pallet must be bound securely, ensuring the poster edges are fully protected to avoid damage in transit. **Finally, a poster layout must be attached to every pallet.**

**Important note:** The Viacom Outdoor Poster Despatch Form will indicate which posters are to be 'Rolled & Collated' and which are to be 'Flat & Uncollated'. Please remember that all 'Rolled & Collated' posters will require the appropriate overlaps and all 'Flat & Uncollated' posters must have the overlaps removed.

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.

Initial deliveries must include 10% spares for a 2 or 4 week campaign, 30% for a 12 week campaign and 100% for a 24 week campaign.

#### 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.