



## 16 SHEETS

### 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

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)

### 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.

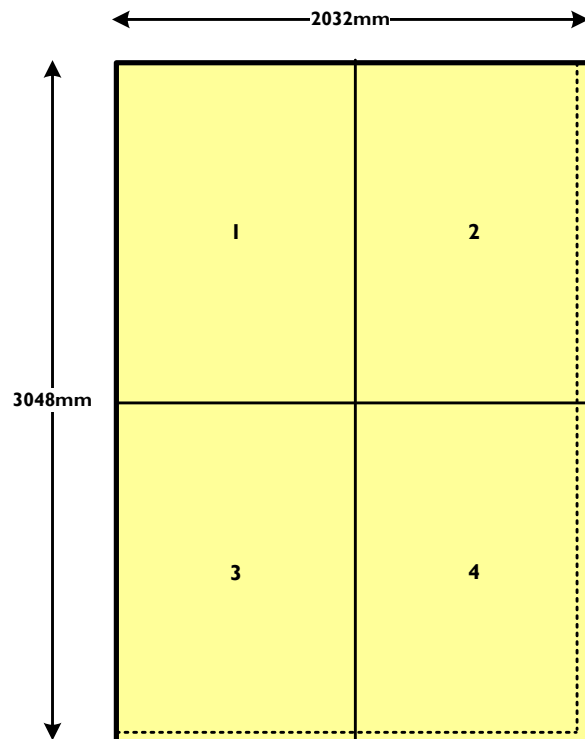
All posters are to be delivered two (2) weeks prior to in-charge date.



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.

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OVERALL SIZE  
3048mm x 2032mm

----- DISPLAY AREA  
2948mm x 1957mm - See below

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

### QR CODES & NFC TAGS

For Health & Safety reasons, Global will not accept any 'across track' posters that carry a QR Code or NFC Tag.

### 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 9 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 National Rail 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*.

#### DISPLAY AREA

Due to paper-stretch when wet-posting, Global strongly suggests that advertisers pay particular attention to the Display Area. Background images and colours can be bled up to the Overall Size but all important text and images must be positioned no less than 75mm from the right-hand edge and 100mm from the bottom edge. This will ensure that no important text or images are lost behind the framework of the hoarding.

#### MATERIALS

Posters or slips will not be accepted if printed on any photographic or vinyl materials. Global will also refuse to accept any posters that have been varnished, laminated or encapsulated as none of these processes are compatible with wet-posting.

SCREEN PRINTING: 105-120gsm Opacified UNCOATED MG poster paper with a blue backing.

LITHO PRINTING: 105-120gsm Opacified COATED MG poster paper with a blue backing.

#### INKS

All 16 Sheets on National Rail are wet-posted therefore only solvent inks can be used as UV or water-based inks are not compatible for wet-posting.

#### PRINTING

Prior to posting, Global will either hand- or machine-fold all posters. Variations in the compatibility of ink, paper and drying method can cause a reduction in the paper's durability and may cause the paper to crack or tear during folding or posting. Therefore each ink, paper and drying combination should be thoroughly tested for suitability before commencing with poster production. Please contact the Global Safety, Quality & Environment department on 020 7482 3000 for assistance with folding and posting trials. *Continued on page 2.*

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Global will not accept responsibility for folding or posting failures that may occur due to ink, paper or drying incompatibilities.

Global will not accept posters that are printed in a landscape format.

#### DIGITAL PRINTING

If you intend to digitally-print your posters, please contact the Global Production department on 020 7482 3000 for further advice.

#### GLOBAL POSTER DESPATCH FORM

For each campaign, the Global Poster Despatch Form will provide information with regard to the number of sites at each station along with all the relevant delivery addresses. 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.

For a campaign of fewer than 20 sites, contact Global Customer Service on 020 7482 3000 for the quantity of posters to be produced.

#### TRIMMING AND FINISHING

Posters must be trimmed to the Overall Size within the stated tolerances: Width = 2022mm to 2032mm. Depth = 3038mm to 3048mm.



All 4 sections must be printed on individual sheets, measuring 1524mm deep x 1016mm wide with additional UNPRINTED overlaps suitable for posting left-to-right and top-to-bottom. See below for more details.

OVERLAPS - Please refer to the line drawing at the beginning of this specification.

Panel 1 will require a 10mm UNPRINTED overlap on the right-hand edge.

Panel 2 will not require any overlaps.

Panel 3 will require a 10mm UNPRINTED overlap on the right-hand edge and the top edge.

Panel 4 will require a 10mm UNPRINTED overlap on the top edge.

#### POSTER COLLATION AND PACKING

Please deliver posters collated in the sequence shown in the line drawing, folded and wrapped in packages of no more than 30.

Posters delivered in this way will be accepted on pallets.

#### POSTER LAYOUTS

A poster layout must be included inside every package and another attached to the outside.

#### IDENTIFICATION

Please indicate clearly on all packages that the posters are for Global.

#### 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
- Paper type used
- Date of dispatch
- Time of dispatch
- Printer used
- Printer's telephone number
- Printer's job number
- PDF 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 a copy of 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.

Designs may be changed by use of a slip. These must be printed on self-adhesive paper with a crack-back, peel-off backing. Please contact the Global Production department on 020 7482 3000 for more details.

#### DISPOSAL OF SPARE POSTERS

Please notify Global 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.