



## WINDOW VINYLs – Tyne & Wear Metro

### 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.

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.

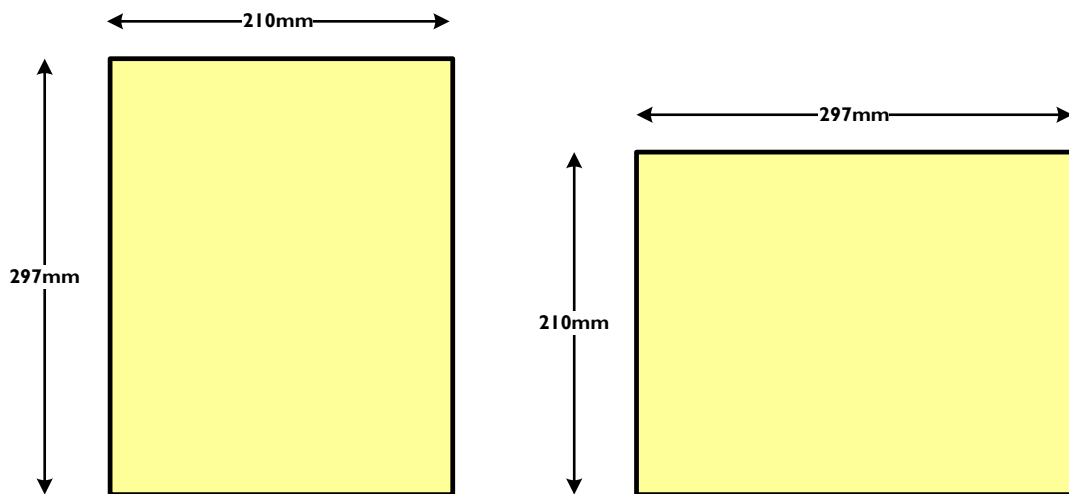
All posters are to be delivered two (2) weeks prior to in-charge date.



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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**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 7 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*.

### MATERIALS

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

Please use 90 micron removable self-adhesive clear vinyl of the following make **only** as it has been tested and approved by Global:  
AVERY 440 gloss transparent.



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

#### INKS

When screen-printing onto the approved vinyl, Global recommends the following ink ranges, all of which are suitable for transit advertising:

#### UV CURING INKS

SUN CHEMICALS – Harmony HRN series, Vioflex 4000 series, Solarsilk SLK series and Synergy series.  
SERICOL – Uviplast HiFlex ES Trichromatics and Uvispeed Multiflash UZ.

#### SOLVENT-BASED INKS

SUN CHEMICALS – Vynaglaze 4700 series and Flexijet 4800 series. SERICOL – Plastijet TL Trichromatics and Plastijet XG.

Please note: Variations in the compatibility of ink, vinyl and drying method can cause a reduction in the vinyl's durability and may cause the vinyl to become brittle, therefore each ink, vinyl and drying combination should be thoroughly tested for suitability before commencing with poster production. For more advice please contact the vinyl and ink manufacturers. Global will not accept responsibility for vinyl failures that may occur due to ink, vinyl or drying incompatibilities.

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#### PRINTING

Please note that Window Vinyls are double-sided and can be accepted in either a landscape or portrait format.

For the best quality of display, one of the designs should be printed first, reverse-reading, followed by a white/silver/white combination to give maximum opacity. The second design should then be printed, right-reading.

If you are printing a different design on each side of the vinyl you should be aware that all Window Vinyls are applied to the outside of the window therefore the design with the adhesive coating will always face into the carriage whilst the non-adhesive design will always face outwards.

#### GLOBAL POSTER DESPATCH FORM

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

All posters must be trimmed to the exact Overall Size.

#### POSTER COLLATION AND PACKING



Please deliver posters flat and wrapped in packages of no more than 100. Please ensure that the edges are fully protected to avoid damage in transit. Folded vinyls cannot be accepted.

#### 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.

#### 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.