

OUTDOOR ANNEX

Site Types, Posting Periods and Removal Periods

N.B. Posting Periods and Removal Periods for long-term displays may differ from the timings set out below – details are available upon request from Contractor.

1. TRADITIONAL SITES – GREAT BRITAIN

(a) London Underground and London Rail – Tube Car Panels ("TCPs")

Site Types

TCPs, including Waterloo & City Line TCPs. This shall include options for whole carriage – TCPs or whole train TCPs.

Posting Period

Posting of new Advertisement Copy begins on the Wednesday night prior to the Start Date. While new Advertisement Copy is being posted to the TCP expired Advertisement Copy will be being removed.

Posting of new Advertisement Copy can take up to eight (8) days, finishing on the Wednesday night (or early morning of the Thursday) after the Start Date.

Removal Period

Advertisement Copy on TCPs begins to be taken down on the Wednesday night prior to the End Date, and will continue to be taken down until the Wednesday night (or early morning of the Thursday) after the End Date.

(b) London Underground and London Rail - other Site Types

Site Types

12 Sheets, 16 Sheets, 4 Sheets, 48 Sheets, 6 Sheets Illuminated, 96 Sheets, Bank Globe, Bond Street Exit Domination, Camden Crossways, Camden Crossways Plus, Canary Wharf (JLE), Domination, Charing Cross Domination, Digi Walls, DLR Station Domination, Earls Court Domination, Escalator Frieze, Escalator Silver Centres, Illuminated Gallery, Illuminated Landmark, Impact Travelators, Kings Cross Domination, Knightsbridge Domination, Leicester Square Domination, Leicester Square Hub, Liverpool Street Domination, London Bridge Corridor Wrap, London Bridge Domination, Long Postings, Mega Digi Escalator, Mega Escalator, Megawall, North Greenwich Domination, Odd Sized Panel, Oxford Circus 5 Ways, Oxford Circus Entry Domination, Paddington Domination, Shepherds Bush Domination, Showcase Squares, South Kensington Domination, Stair Lift & Escalators, Stair Risers, Stratford (LUL) Domination, Ticket Gateways, Tottenham Ct. Rd. Domination, UG Station Domination, Waterloo Domination, Whole Escalator Run, Whole Platform, Wonderwall.

Posting Period

Posting of new Advertisement Copy begins on the Tuesday night prior to the Start Date. While new Advertisement Copy is being posted, expired Advertisement Copy or blank Advertisement Copy will be being removed.

Posting of new Advertisement Copy can take up to nine (9) days, finishing on the Wednesday night (or early morning of the Thursday) after the Start Date.

Removal Period

Advertisement Copy begins to be taken down on the Tuesday night prior to the End Date, and will continue to be taken down until the Wednesday night (or early morning of the Thursday) after the End Date.

(c) Bus

Site Types

Single Deck Sides - 7 Foot, Single Deck Sides - 8 Foot, Bus & Tram Passenger Panels, Double Fronts & Backs (Pairs), Heritage Bus, LED Superside, Lower Rears, Mega Rears, Mega Sides, Mega Rear Gold, StreetLiners, Super Headliners, Super Squares, Supersides, Tram Interiors, Tramliners, T-Sides, Upper Rears, XL Passenger Panels.

Posting Period

Posting of new Advertisement Copy begins on the Sunday night prior to the Start Date. While new Advertisement Copy is being posted, expired Advertisement Copy will be being removed.

If the site is framed, posting of new Advertisement Copy can take up to four (4) days, finishing on the Wednesday

night (or early morning of the Thursday) after the Start Date. If the Advertisement Copy being posted is not framed, posting of new Advertisement Copy can take up to six (6) days, finishing on the Friday night (or early morning of the Saturday) after the Start Date.

Removal Period

Advertisement Copy in framed posters will begin to be taken down on the Sunday night (the End Date) and will continue to be taken down until the Wednesday night (or early morning of the Thursday) after the End Date.

Advertisement Copy in unframed posters begin to be taken down on the Sunday night (the End Date), and will continue to be taken down until the Friday night (or early morning of the Saturday) after the End Date.

(d) National Rail

Site Types

12 Sheets - NR, 16 Sheets - NR, 4 Sheets - NR, 48 Sheets - NR, 6 Sheets - NR, 96 Sheets - NR, Carriage Cards - T&W Metro, Landmark - NR, Lift & Escalators - NR, Metrolink Vinyls, Passenger Panels - T&W Metro, Car Vinyls - T&W Metro, Metrolink - Metroliners, Metrolink 40" x 30" Portrait, Metrolink Tram Passenger Panel, Odd Size NR, Stair Risers - NR, Ticket Gates - NR, Train Passenger Panels – NR.

Posting Period

Posting of new Advertisement Copy begins on the Thursday prior to the Start Date. While new Advertisement Copy is being posted, expired Advertisement Copy will be being removed.

Posting of new Advertisement Copy can take up to six (6) days, finishing on the Tuesday after the Start Date.

Removal Period

Advertisement Copy begins to be taken down on the Thursday prior to the End Date, and will continue to be taken down until the Tuesday after the End Date.

2. TRADITIONAL SITES – NORTHERN IRELAND

(a) Northern Ireland retail 6 sheets

Site Types

6 sheets, Illuminated 6 sheets, Scrolling 6 sheets, Storepoints.

Posting Period

Posting of new Advertisement Copy begins on the Monday (the Start Date) and finishes on the Wednesday after the Start Date. While new Advertisement Copy is being posted, expired Advertisement Copy or blank Advertisement Copy will be being removed.

Removal Period

Advertisement Copy begins to be taken down on the Monday after the End Date, and will continue to be taken down until the Wednesday after the End Date.

(b) Northern Ireland retail trolleys

Site Types

Tesco trolley handles.

Posting Period

Posting of new Advertisement Copy begins on the Sunday morning prior to the Start Date and finishes on the Wednesday after the Start Date. While new Advertisement Copy is being posted, expired Advertisement Copy or blank Advertisement Copy will be being removed.

Removal Period

Advertisement Copy will begin to be taken down on the Sunday morning (the End Date), and will continue to be taken down until the Wednesday after the End Date.

(c) Roadside 48 sheets

Site Types

48 sheets.

Posting Period

Posting of new Advertisement Copy begins on the Monday (the Start Date) and finishes on the Wednesday after the Start Date. While new Advertisement Copy is being posted, expired Advertisement Copy or blank Advertisement Copy will be being removed.

Removal Period

Advertisement Copy will begin to be taken down on the Monday after the End Date, and continue to come down until the Wednesday after the End Date.

(d) Bus

Site Types

Single Deck Sides - Lower Rears, Mega Rears, Super Rears, StreetLiners, Super Squares, Supersides, T-Sides, Commuter Cards, XL Passenger Panels, Back of Driver panels.

Posting Period

Posting of new Advertisement Copy begins on the Sunday night prior to the Start Date. While new Advertisement Copy is being posted, expired Advertisement Copy will be being removed.

Posting of new Advertisement Copy finishes on the Wednesday night after the Start Date.

Removal Period

Advertisement Copy in framed posters will begin to be taken down on the Sunday night (the End Date), and continue to come down until the Wednesday night after the End Date.

3. DIGITAL SITES – GREAT BRITAIN

(a) Digital sites: all Site Types

Advertisement Copy is uploaded for the Display Period (e.g. for 10 seconds in each loop for such Site during the hours of display agreed for each Site Type).

(b) Digital sites: London Underground

Site Types

All London Underground digital formats (including DEPs, LCDs, XTP and DX3).

Loop durations as at 1 June 2015 (subject to change):

- DEPs: 90 seconds
- LCDs: 30 seconds
- XTP/DX3: 120 seconds

Packages (hours of display)

Monday – Friday

Morning Commuter: 6am-10am.
Daytime Consumer: 10am-4pm.
Evening Consumer: 4pm-7pm.
Entertainer: 7pm-midnight.

Saturday/Sunday

Weekend Consumer: 6am-5pm.
Weekend Entertainer: 5pm-midnight.

*Friday/Saturday – Night Tube only**

Night Tube: midnight-6am

**Note that Night Tube hours only apply on certain lines (e.g. Jubilee, Victoria, and parts of the Piccadilly, Central and Northern Lines).*

(c) Digital sites: Westfield

Site Types

LCDs & LEDs.

Loop durations as at 1 June 2015 (subject to change):

- LCDs: 60 seconds
- LEDs:
 - Centre Spectacular (WFL) 120 seconds
 - Entrance Landmark (WFL) 40 seconds
 - Atrium Landmark (WFL) 60 seconds
 - Meridian Square (WFS) 40 seconds
 - North Star (WFS) 40 seconds
 - Stratford Skyline (WFS) 40 seconds
 - Four Dials (WFS) 120 seconds

Packages (hours of display)

Monday-Sunday: 8am-midnight.

(d) Digital sites: One New Change and London Designer Outlet

Site Types

LCDs.

Loop durations as at 1 June 2015 (subject to change):

- LCDs: 60 seconds

Packages (hours of display)

Monday-Sunday: 8am-midnight.

(e) Digital sites: Other Sites in England, Wales and Scotland

As agreed with the Principal.

4. OTHER SITE TYPES

Any other Site Type set out in the Confirmed Order (an "**Other Site Type**").

The Posting Period and Removal Period for an Other Site Type will be as set out in the Confirmed Order or, if not set out in the Confirmed Order, the Posting Period and Removal Period set out above for the Site Type that is most similar to the Other Site Type (and the Principal may request Global at any time to confirm what the Posting Period and the Removal Period are).