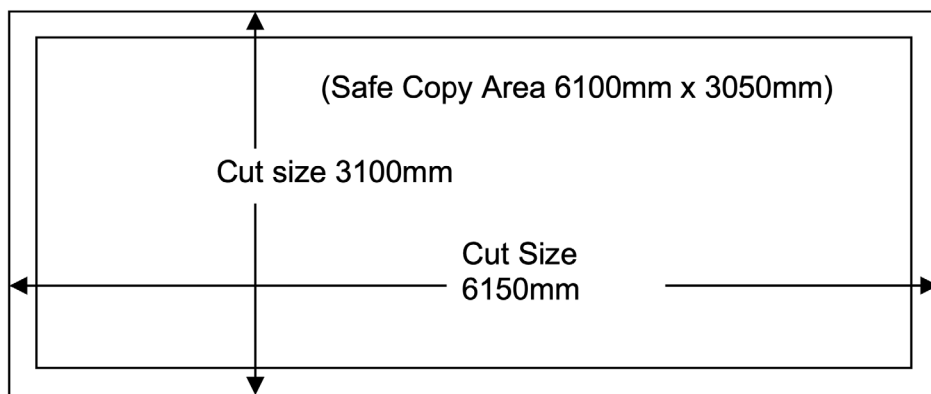


Backlit 48 Sheet Spec

Backlit 48 Sheet Artwork Specifications

Display Area:	6150x3100mm
Safe Zone:	6100x3050mm
Bleed:	50mm all around
File Format:	High Res CMYK PDF. Embed/ outline images and fonts
File Size:	Up to 25MB
File Name:	SiteType_LiveDate_Campaign_Name
DPI:	300 dpi minimum



General Notes:	Please supply calibrated colour proof with your artwork. Please supply layout as 'Open Files' with all fonts, Graphics and pictures included. Please keep required visual elements within the Safe copy area. Please supply all files in CMYK Format.
Printing Specification:	Image printed onto reinforced PVC. Image to be colour corrected for both front and rear illumination.
Finishing Specification:	Material Cutting Size: 615cm X 310cm Finishing: 9mm round Kader to be welded all round.
Artwork Deadline:	Artworks must be with Outdoor Platform 28 calendar days before the in-charge date.
Artwork Delivery:	Please send all artwork to gavin@outdoorplatform.co.uk Files larger than 10MB may be rejected by our server and should be sent via an online file transfer service such as wetransfer.com

Artwork and Poster Delivery

For any artwork queries, or delivery queries (if you are delivering your own posters) please contact us at gavin@outdoorplatform.co.uk or by calling **028 9002 5655**

Artwork Approval and Compliance

All artworks must adhere to guidelines set out by our franchise partners, as well as those of the Advertising Standards Authority (ASA) in line with the United Kingdom Code of Non-Broadcast Advertising, Sales Promotion and Direct Marketing.

Outdoor Platform reserves the right to refuse a poster design or creative without providing specific reasons.

We actively encourage our clients, agencies, and specialists to send us artwork in advance of production to avoid any costly re-prints.

Advertisements will not be accepted for, or retained on display in the sites managed by Outdoor Platform if in the opinion of Outdoor Platform they:

1. do not comply with the law or incite anyone to break the law
2. do not comply with the Advertising Standards Authority (ASA) guidance or the UK Code of Non-Broadcast Advertising, Sales Promotion and Direct Marketing (CAP Code) which includes regulations regarding advertising, sales promotion, and direct marketing
3. do not promote equality of opportunity for all persons irrespective of their race, sex, disability, age, sexual orientation, or religion
4. are likely to offend the general travelling public or depict or offend ethnic, religious, or other major groups on account of the nature of the product or service being advertised, the wording or design of the advertisement or inference contained therein
5. are likely to be defaced
6. depict men, women, or children in a sexual manner, or display nude or semi-nude figures in an overtly sexual context. For example, whilst the use of undressed people in most underwear advertising may be seen as an appropriate context, gratuitous use of an overtly sexual nature will be viewed as unacceptable
7. depict or refer to indecency or obscenity, depict bodily functions or use obscene or distasteful language
8. advertise lap-dancing, gentlemen's clubs, escort agencies, or massage parlours
9. depict direct and immediate violence to anyone shown in the poster or to anyone looking at the poster
10. condone or provoke anti-social behaviour
11. advertise films which have not been granted permission for public exhibition or which do not show the required certificate except when the name of the cinema is not shown. Films carrying an 18 certificate must also carry the Advertising Viewing (AVC) logo
12. contain images or messages that relate to matters of public controversy and sensitivity
13. are of a political nature calling for the support of a particular viewpoint, policy or action or attacking a member or policies of any legislative, central, or local government authority (advertisements are acceptable which simply announce the time, date, and place of social activities or of a meeting with the names of the speakers and the subjects to be discussed)
14. contain illustrations which depict, or might reasonably be assumed to depict, quotations from or references to a living person unless the written consent of that person is obtained and is produced to Outdoor Platform. Outdoor Platform will require an indemnity against any action by that person or on that person's behalf before such illustrations, quotations or references will be accepted
15. use handwriting or illustrations that would suggest the poster has been damaged, defaced, fly posted or subjected to graffiti, after it has been posted.
16. might adversely affect in any way the interest of the site owner

To avoid last minute difficulties and the possibility of wasted production costs, Outdoor Platform is happy to advise on the likelihood of a poster's acceptability prior to the copy deadline.

It remains the advertiser's responsibility to ensure creative or advertisement copy does not breach copyright or other intellectual property rights. Licensed brand images and logos require the express permission of the owner before use.

Outdoor Platform is not responsible for property rights or permissions.

Artwork and Poster Delivery

For any artwork queries, or delivery queries (if you are delivering your own posters) please contact us at gavin@outdoorplatform.co.uk or by calling **028 9002 5655**