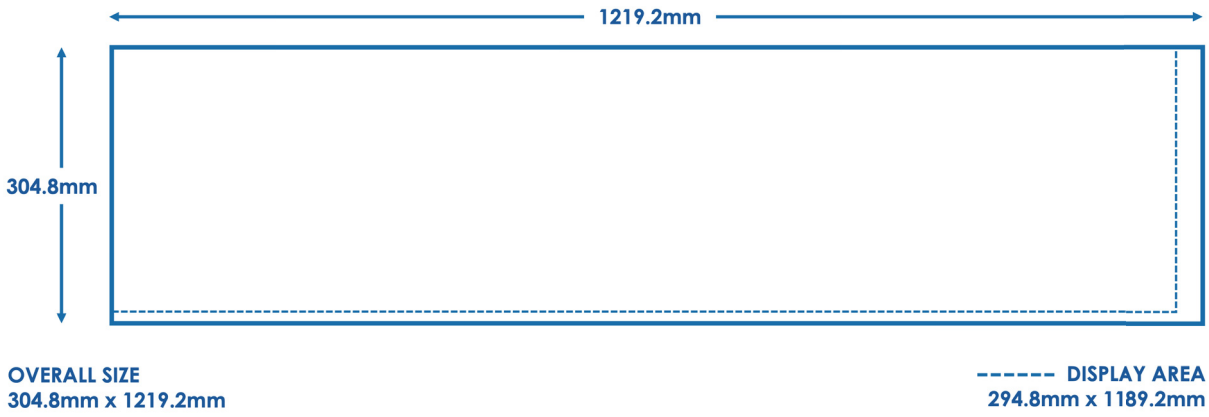
OUTDOOR PLATFORM.

96 Sheet Spec

96 Sheet Artwork Specifications (Outdoor Platform Production)

Display Area:	See diagram below (tenth size)
Overall Size:	See diagram below (tenth size)
Bleed:	5mm 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



Display Area:

Due to paper stretch when wetposting, Outdoor Platform strongly suggests that advertisers pay particular attention to the Display Area.

Background images and colours can be bled up to the Overall Size but important text and images must be positioned no less than 15mm (tenth of the size when supplying artwork for Outdoor Platform to print and 150mm full size for non-Outdoor Platform print) from the right-hand edge and 10mm (tenth of the size when supplying artwork for Outdoor Platform to print and 100mm full size for non-Outdoor Platform print) from the bottom edge. This will ensure that no important text or images are lost behind the framework of the hoarding.

Outdoor Platform strongly recommends that you do not use the frame as a 'cropping device' for corporate logos and borders as 100% accuracy cannot be guaranteed.

Artwork Deadline: Artworks must be with Outdoor Platform **28 calendar days** before the in-charge date.

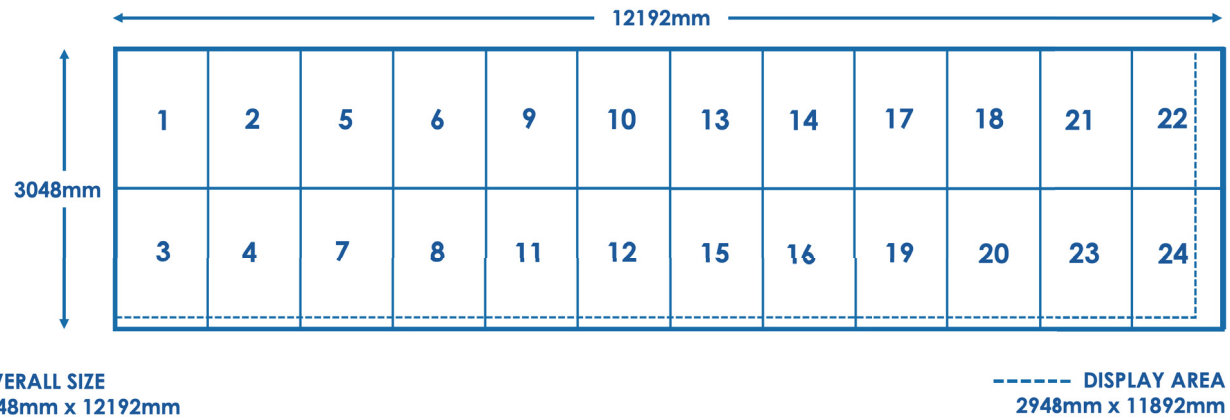
Artwork Delivery: Please send all artwork to **gavin@outdoorplatform.co.uk**

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**

96 Sheet Print Specifications (Non-Outdoor Platform Production)



Trim Size:

Posters must be trimmed to the Overall Size within the stated tolerances:
Width = 12172mm to 12192mm. Depth = 3028mm to 3048mm.
All 24 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 above.
Panels 1, 2, 5, 6, 9, 10, 13, 14, 17, 18 and 21 will require a 10mm UNPRINTED overlap on the right-hand edge.
Panel 22 will not require any overlaps.
Panels 3, 4, 7, 8, 11, 12, 15, 16, 19, 20 and 23 will require a 10mm UNPRINTED overlap on the right-hand edge and the top edge.
Panel 24 will require a 10mm UNPRINTED overlap on the top edge.

Material:

120gsm Blue Back Paper

Packing Details:

Please deliver posters collated in the sequence shown in the line drawing, folded and wrapped in packages of no more than 10. Posters delivered in this way will be accepted on pallets.

Every consignment of posters delivered must have a Delivery Note attached indicating the advertiser, the number of designs, a title for each of the designs and the quantity of each design. A poster layout must be included inside every packageand another attached to the outside.

Spare Posters:

A minimum of 10% posters is recommended

Delivery Deadline:

Posters must be produced to the exact specification set out below and delivered **14 calendar days before** the 'In-charge' date of the campaign. Please note: Outdoor Platform 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.

Poster Delivery:

Contact us at gavin@outdoorplatform.co.uk or by calling 028 9002 5655 for details.

Artwork and Poster Delivery

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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

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