

## **PRINT INSTRUCTIONS**

### **DELIVERY DEADLINE AND POSTING CYCLE**

Posters must be produced to the exact specification set out below and delivered 14 calendar days before the start of the campaign.

*Please Note: Adverta is not liable for compensation in instances where posters have been received after the delivery deadline. All posters received after the delivery deadline will be posted in accordance with our posting terms.*

### **COPY APPROVAL**

Every bus campaign must be submitted to Adverta for approval. This is to ensure that the advert falls within the requirements of our concessions.

### **SAFE VISIBLE AREA**

The attached specifications give the Overall Size and Safe Visible Area. The advert should be created to fill the Overall Size with the main design elements staying within the perimeters of the Safe Visible Area. Please ensure that all important text/images are not close to the edge of the Safe Visible Area.

### **MATERIALS**

Posters should only be printed on the vinyls listed below. Unknown or permanent adhesives will not be accepted. Please use 100 micron removable self-adhesive vinyl in the following makes;

MACTAC MACAL 8129/MR980/5529R

RITRAMA RI-JET/100 VM Removable

FASSON FASCAL Superscreen 100

ORACAL 1665

AVERY TP100 bus vinyl

### **INKS**

The following ink ranges are recommended for use with the above vinyls;

#### *UV CURING INKS:*

SUN CHEMICALS – Harmony HRN series, Vioflex 4000 series, Solarsilk SLK series and Synergy SRG series

SERICOL – Uviplast HiFlex ES Trichromatics, Uvispeed Multiflash UZ and Aquaspeed Display VQ/YZ

SMALL PRODUCTS – 5060 series

#### *SOLVENT-BASED INKS:*

SUN CHEMICALS – Vynaglaza 4700 series and Flexijet 4800 series

SERICOL – Plastijet TL Trichromatics and Platijet XG



*Please note: Ink, vinyl and drying method variations can all reduce vinyl durability and may cause brittleness. Every component and procedure must be thoroughly tested before production. For more advice, please contact the vinyl and ink manufacturers.*

Adverta will not accept responsibility for vinyl failures due to ink, vinyl or drying incompatibilities.

## **PROTECTIVE FINISH**

A clear or UV varnish must be applied to the poster surface.

Campaigns of longer than 12 weeks require an over-laminate to be applied to protect the poster.

## **SPARE POSTERS**

Adverta will always require additional 'spare' posters. This should be 10% of the campaign total.

## **TRIMMING**

All posters must be trimmed to the exact Overall Size.

## **DELIVERY NOTES**

All posters must be delivered with a visual of each design and a delivery note attached indicating the advertiser, the number of posters, the number and name of each design and the order number of the campaign.

## **POSTER DELIVERY ADDRESS**

Adverta will not be held responsible for the delivery of your posters. All posters should be delivered to:

Adverta, 17 Park Lane Business Centre, Park Lane, Basford, Nottingham, NG6 0DW.

## **CHANGES OF DESIGN**

These are available; please contact Adverta for more information.

## **DISPOSAL OF SPARE POSTERS**

Please notify Adverta in writing if you wish to retain spare posters after a campaign has ended, otherwise posters will be disposed of 10 days after the campaign has ended.

## **COLLATION AND PACKING**

### *REARS*

Posters must be delivered rolled with the design facing out and wrapped in numbers of no more than 30 per packet. To avoid damage, please make sure they are wrapped securely with the edges protected.

### *SUPERSIDES*

All posters must be delivered flat and un-collated with sections grouped together. **NO PALLET PLEASE.** A tab must be placed between every 50<sup>th</sup> vinyl and another tab should be inserted to show the break between each different section.



### *T-SIDES*

All posters must be delivered flat and un-collated. **NO PALLET PLEASE**. The drop section should be stacked altogether followed by the rest of the sections all grouped together. A tab must be placed between every 50<sup>th</sup> vinyl and another tab should be inserted to show the break between each different section.

### *STREETLINERS*

Posters must be delivered tolled with the design facing out and wrapped in numbers of no more than 30 per packet. To avoid damage, please make sure they are wrapped securely with the edges protected.

### *HEADLINERS*

Posters must be delivered tolled with the design facing out and wrapped in numbers of no more than 30 per packet. To avoid damage, please make sure they are wrapped securely with the edges protected.

### *MOUNTING*

A number of our bus companies have internal frames, meaning that internal vinyls need to be mounted on board. This should be done using 1000 micron folding box board. Adverta can arrange the mounting of vinyl; for further details please contact us directly.

