

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.

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 Visual 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

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, 9 Highfield Business Park, Kearsley Road, Ripon, North Yorkshire HG4 2RN.

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 had ended, otherwise posters will be **disposed** of **10 days** after the campaign has ended.

Collation and Packing

Super 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 **50th** 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 **50th** vinyl and another tab should be inserted to show the break between each different section.

Streetliners - 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.

Headliners - 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.

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.