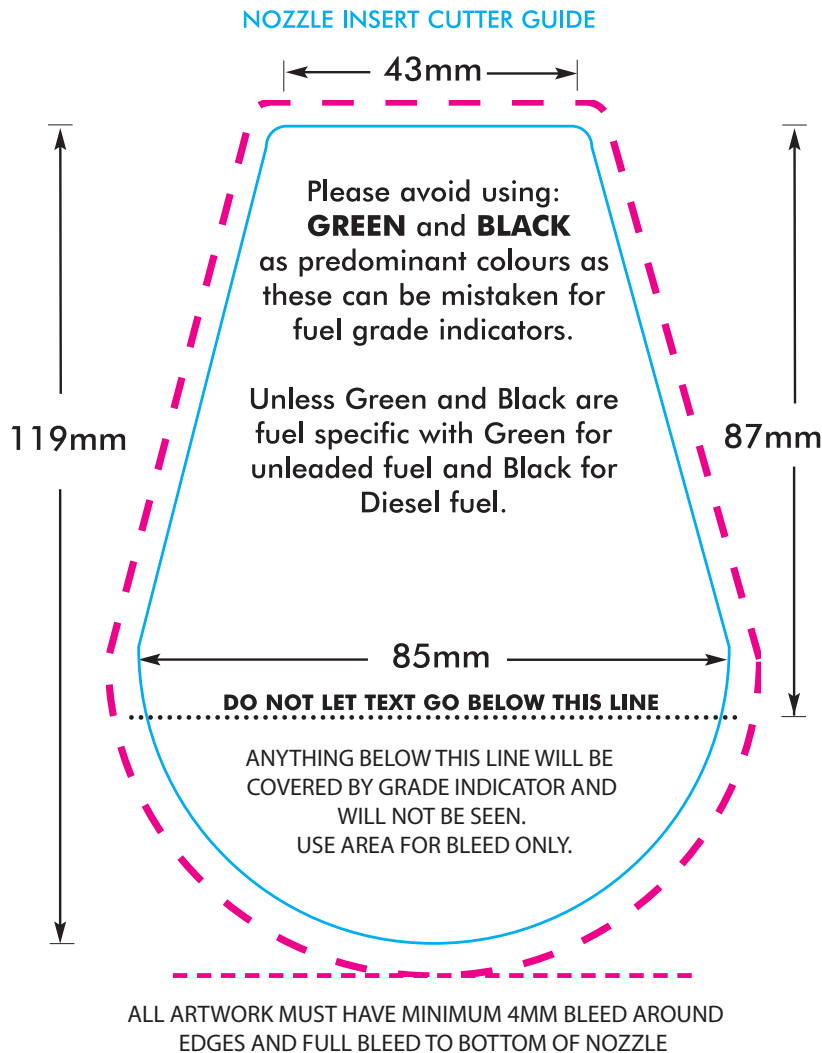


## Artwork Specification



Artwork is acceptable in any digital format.

### It **MUST** provide:

- All **FONTS** used, both screen and printer font
- All **IMAGES**
- All **ILLUSTRATOR** files which have **EMBEDDED** images **MUST** be in EPS format with Binary Encoding.
- If supplying **PDF'S** please ensure cutter guide is removed from artwork.

### Digital files and proofs to:

**Kube Print Ltd**  
Unit 4 Rich Industrial Estate  
Crimscott Street  
London  
SE1 5TE  
Tel **020 7232 4220**  
email [production@kubeprint.co.uk](mailto:production@kubeprint.co.uk)  
for FTP details please contact Lee

For a **Cutter Guide** in Illustrator EPS format please contact, Lee at Kube Print Ltd

**Should we not receive a colour proof we will be unable to accept liability for content.**

## FAX BACK to 020 7232 4316

Please complete this form in order for a PDF Proof to be sent, prior to print.

Campaign:

Contact Name:

Telephone No:

Email:

All inserts will be printed in four colour process unless otherwise negotiated in advance of artwork receipt.

Additional information:



AdNozzles



AdGates



AdDoors



AdBarriers

## Conditions Governing the Acceptance of Advertisements

Alvern Media Ltd reserves the right to refuse artwork if it is likely to be unacceptable to Oil Companies for approval, or does not comply with the conditions below.

We will however, provide guidance in the event of queries.

### Advertisements will not be accepted if in the opinion of Alvern Media they:

1. Do not comply with the law or incite anyone to break the law.
2. Conflict with the British Code of Advertising Practice.
3. Are unsuitable for display in a petrol forecourt environment.\*
4. Do not comply with the artwork specification (in some cases a charge will be made for additional preparation work.)
5. Are late and miss the artwork deadline unless prior notice has been given and agreement obtained from Alvern Media in advance (Late artwork may incur an additional charge and/or result in late posting of campaign)

### \*Reasons why an advert may be unsuitable for display in a petrol forecourt environment.

- o Advertisements are **competitive** to the Oil Company and its partners.
- o Advertisements are **likely to offend fuel buyers**, or offend ethnic, religious or other major groups.
- o Advertisements make reference to fuel in a way that is **likely to antagonise the Oil companies** hosting the advertising.
- o Advertisements make reference to fuel grades in a way that could **distract fuel buyers** and potentially cause buyers to select the wrong fuel for their car e.g. 'Buy this Diesel car' if displayed on an unleaded nozzle.
- o Advertisements that **feature significant amounts of colour (either background or text) that conflict with the fuel grade type** it is displayed on and could cause fuel buyers to select the wrong fuel type for their car, e.g. green on a diesel nozzle.

If the creative is designed for specific fuel grades, the grade indicator colour is permitted. Please see examples below.



**All campaigns are subject to oil company approval – a process handled by Alvern upon receipt of artwork.**



AdNozzles



AdGates



AdDoors



AdBarriers