

Artwork Specification

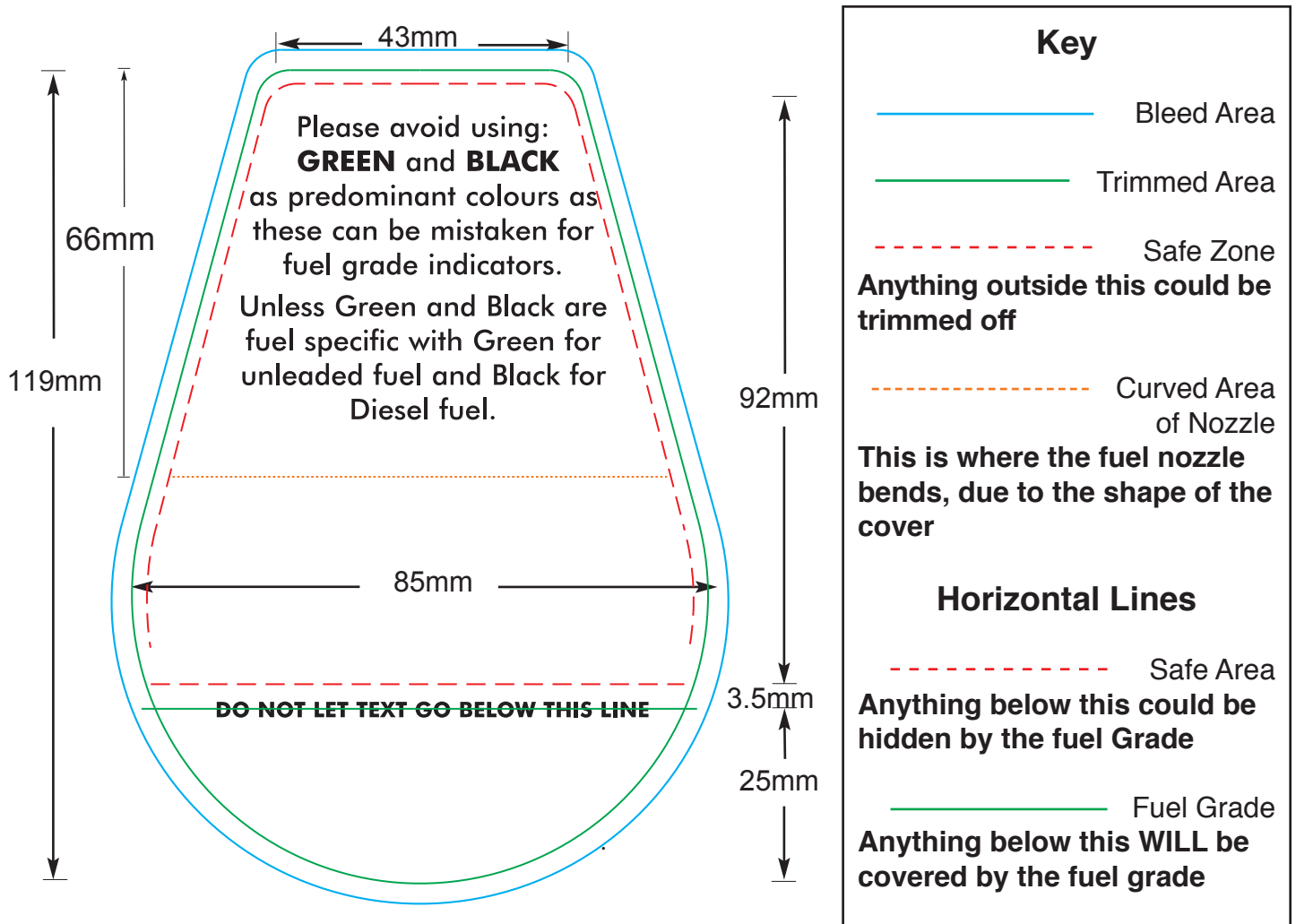
Artwork is acceptable as PDF and EPS format only. Always supply 2 artworks one WITH the guide on and with it OFF.

Please send your file to: artwork@t4media.co.uk (Anything upto 20mb) If your file is too big to email please send to us using wetransfer.

There is an Adobe Illustrator .eps of the guide attached to this spec for you to use.

SHOULD WE NOT RECEIVE A COLOUR PROOF WE WILL BE UNABLE TO ACCEPT LIABILITY FOR CONTENT.

If you have any artwork instructions or require more information please contact your account manager.



AdNozzles



AdGates



AdDoors



AdBarriers

Conditions Governing the Acceptance of Advertisements

T4media group 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 T4 Media Group 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 T4 Media Group 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 T4 Media Group upon receipt of artwork.



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