

A3 Poster

Posters are a good way to increase the visibility of the new bus pass scheme, particularly in places where you know the target audience will be visiting or spending a lot of time.

How do I use it?

The posters can be used wherever you think they will be seen by the target audience in your area, e.g. doctor's surgeries, town council offices, libraries, leisure centres, community centres etc. Remember to get approval before you put the poster up!

Two versions of the poster have been created:

1. an **editable** one which can be personalised with your logo and your version of the bus pass. You can put your details on the call to action and add any additional terms and conditions you may have
2. a **generic** one which cannot be personalised or tailored in anyway, it's ready to be printed as it is.

What do I need to do?

1. If you haven't already, download the PDF(s) of the poster(s) from the DfT website as this will show you what can be tailored and what additional content you might want to add.

2. Find out how much it will cost to print the posters by contacting a printer for a quote. You'll need to give them the following information:

- The volume of the print run, i.e. the total number of posters you'd like to print
- The spec (the size, shape, paper type etc.). The recommended spec for the leaflet is:
Flat size (HxW mm) = 420 x 297
Finished size (HxW mm) = 420 x 297
Print = 4-colour process
Paper stock = 130gsm Revive 100 Silk
Finishing = Trim
- If you are using the editable version of the poster, inform the printer that you will need them to make some revisions to the artwork in order to incorporate your logo and pass image and, should you want to change them, your amended call to action and terms and conditions

3. Email the zip file(s) you have downloaded from the DfT website to your printer. The zip file contains all of the artwork files, images and fonts required - **do not attempt to open the artwork files contained within the zip file as they may corrupt**. You will also need to provide the printer with:

- confirmation that the artwork files are Quark 6.5 open (editable) files
- a high-resolution version of your logo
- a high-resolution version of the image of the new bus pass with your logo added to it
- your call to action (if you want to change it from the default one)
- any additional terms and conditions specific to the entitlements in your area.

The printer should send you a proof for you to check and approve before they print the posters.

NB: Please ensure your printer/studio read the font licence agreement contained within the zip file