

A4 bus poster

Posters are a great way to increase the visibility of the new bus concession. The A4 posters are primarily designed for use on the buses themselves (probably in the space behind the driver's head) where people will potentially have more time to read them.

If you are a TCA, you will need to get in contact with your local bus companies to organise their placement. There may be a cost involved but the sooner you start talking to your local operators, the sooner you can negotiate for the poster to be placed.

How do I use it?

These A4 posters are perfect for displaying on the buses themselves – they contain more information than the A3 posters so as well as being behind the driver's seat, they are ideal for use on bus windows etc., where people are more likely to actually read them.

They can also be used at your discretion and placed wherever you think will be best to reach the target audience in your area. The poster needs to be personalised with your local authority logo and your contact details. You also need to add in images of your local versions of the new elderly and disabled passes and ideally an image of the re-stickered Freedom Pass too. In addition, all of the detail on the poster can be edited and added to as you see fit.

What do I need to do?

1. If you haven't already, download the PDF of the poster from the DfT website as this will show you what can be tailored and what additional content you might want to add. You may want to save this to your computer for future reference.

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 poster is:

Flat size (HxW mm) = 297 x 210

Finished size (HxW mm) = 297 x 210

Print = 4-colour process

Paper stock = 130 gsm Revive 100 Silk

Finishing = Trim

- Inform the printer that you will need them to make some revisions to the artwork in order to incorporate your logo, pass images, contact details and, should you want to change it, your poster copy.

3. Email the zip file you have downloaded from the 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
- high resolution versions of the images of the new elderly, disabled and re-stickered Freedom Passes with your logo added to them
- a word document with poster copy if you want to change it.

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

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