

Inside bus panels

Bus panels are possibly the best medium for communicating to your audience. Not least for the fact that they'll actually be inside buses, so you can be sure that a large number of the people who see them will be affected by the changes.

What's more, because they contain a comparatively short and punchy message, they will communicate the message simply and effectively.

The DfT will be running an in-bus advertisement campaign – using generic versions of the bus panels – prior to the April launch. Full details of when and where this is happening will be posted on the DfT site in January. We are looking for the TCAs and bus operators to co-ordinate in tandem with us to avoid any duplication or mixed messages being communicated.

How do I use it?

Personalise the bus panel artwork with your details. You have the option to tailor it with your logo, your version of the bus pass and your own details on the call to action. You can also add any additional terms and conditions you may have.

Two sizes of panel have been developed – standard (203 mm H x 660 mm W) and extra large (280 mm H x 1218 mm W).

What do I need to do?

1. If you haven't already, download the PDFs of the bus panels 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 these to your computer for future reference.
2. Visit www.dft.gov.uk to see what media bookings have been made for your area. You'll need to find out which size of panel you need to provide and the date the panels will be displayed from.

You will be advised of the deadline for supplying the artwork. **You will then need to arrange to have bus panel artwork tailored with your details and submitted to the people printing it in the file format they require. The printer may have a department that can do tailoring for you or advise you on where to go for this service.**

3. Email the zip file(s) you have downloaded from the website to whoever is doing the amending and supplying the ad for you. 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 them with:

- confirmation that the artwork files are Quark 6.5 open (editable) files
- a high resolution version of your logo
- 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 people creating your bus panel should send you a proof for you to check and approve before they print it.

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