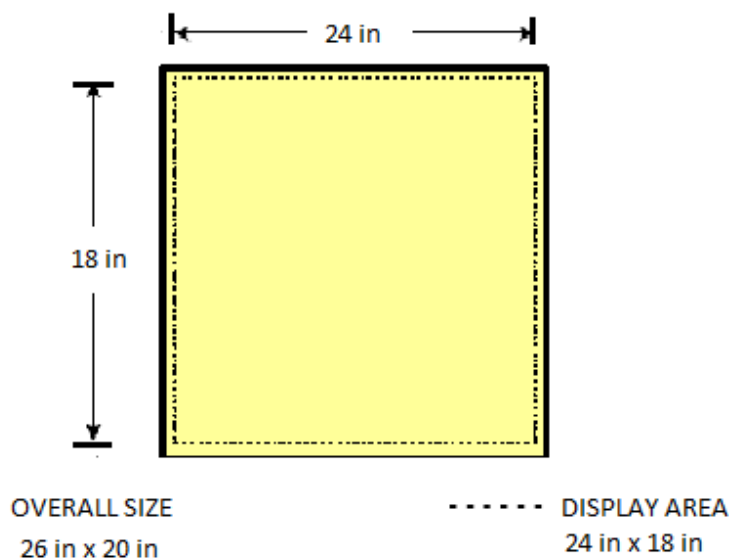




# KEKE DISPLAY SYSTEM

## BACK PANEL – SAV PRINTS



### 1. DISPLAY AREA

For all SAV that are fixed onto panels, the specification will give the Overall Size and the Display Area. **Please keep all important text and images within the Display Area** but feel free to bleed the background colours/images up to the Overall Size. Please be aware that if an artwork has text that has been created to the Display Area it will overlap the panel. If this is not the desired effect then please move the text even further inside the Display Area.

### 2. DELIVERY DEADLINE AND INSTALLATION CYCLE

Posters must be produced to the exact specification set out above and delivered 7 days before the 'In-charge' date of the campaign. Campaigns are then installed before the 'In-charge' date.

### 3. COPY APPROVAL

Before installation can commence, every Keke campaign must be submitted to Smate & Smate for copy approval.

**Please note: KekeAds is not liable for compensation claims against any campaign where posters have been received after the delivery deadline. All posters received after the delivery deadline will not be posted until the next available posting cycle for this site type.**

---

**KEKEADS WILL NOT ACCEPT SAV PRINTS THAT DO NOT CONFORM TO THESE SPECIFICATIONS**



# KEKE DISPLAY SYSTEM

## TRIMMING

All posters must be trimmed to the exact Overall Size.

## POSTER COLLATION AND PACKING

Please deliver SAV prints flat and wrapped in packages of no more than 100. Please ensure that the edges are fully protected to avoid damage in transit.

## DOCUMENTATION

All deliveries will require documentation giving details of the campaign including the relevant information for each campaign with regard to quantities, finishing requirements, collation details and proof of display delivery addresses.

## DELIVERY NOTES

Every consignment of SAV prints delivered must have a Delivery Note attached indicating the advertiser, the number of designs, a title for each of the designs and the quantity of each design.

## POSTER DELIVERY ADDRESSES

KekeAds is not responsible for the delivery of your prints. Please contact our Client Services on 0703 073 0045 for more info.

## CHANGES OF DESIGN

Charges for changes of design are available on request and subject to written agreement from both parties. Fixing costs are not subject to Agency or Specialist commission. Exact dates for changes of design are subject to installation cycle schedules. Please contact our Client Services on 0703 073 0045.

## DISPOSAL OF SPARE POSTERS

Please notify our Client Services team in writing if you wish to retain spare posters after a campaign has ended. A small storage charge will be made. Otherwise campaigns will be disposed of 30 days after the campaign has ended.

## PREFABRICATED PANELS

KekeAds would accept Advertising Panels that are printed directly onto board provided the board size fits the display area. Should you require further clarification on this issue, please contact the Production department: [production@kekeads.com](mailto:production@kekeads.com).

## PROOF OF DISPLAY

As soon as the campaign is installed, we will submit a proof of display showing the installed panel, vehicle number plate and route – the installation day's newspaper or any code(s) sent to us by the client.

## MONITORING OF CAMPAIGN

We have an efficient system in place for the monitoring of campaigns installed on our system. By using a reward plan which allows us to randomly inspect each vehicle and monitor each campaign prior to our partner drivers receiving payment, we ensure that panels are on display at all times. Any defects or damaged panels will be replaced within 48 hours of notification or our observation.

Email copy for approval to [sales@kekeads.com](mailto:sales@kekeads.com)

Tel: 0809 812 8888