



June 19, 2007

## NOTICE OF SUBSTRATE CHANGE

The Toronto Transit Commission (TTC) has imposed new advertising copy guidelines enforcing the use of fire-retardant substrates inside Toronto subway vehicles. The intention of the substrate change is to improve rider safety on below-surface vehicles.

As the TTC's media partner, CBS Outdoor is fully accountable for compliance to this new guideline and has conducted substantial testing and research to find suitable replacement materials.

- Standard and Super Interiors will be produced on fire-retardant **FR63 Lexan polycarbonate resin**.
- Vertical Subway Posters will be printed on fire-retardant **Aconda Hydros**.

Although other fire-retardant substrates are available, most do not comply with the required safety standards and are virtually impossible to identify without certified lab testing. Therefore, in order to ensure correct substrate use, **all products posting in TTC subway vehicles must be produced through the CBS Outdoor Production Group.**

This change takes effect for all contracts signed after **July 31<sup>st</sup>, 2007.**

	CURRENT SUBSTRATE	NEW SUBSTRATE
<b>Standard &amp; Super Interiors</b> (for subway posting)	17.5 pt. Styrene	10 pt. FR63 Lexan polycarbonate resin
<b>Standard &amp; Super Interiors</b> (for bus/streetcar posting)	17.5 pt. Styrene	(no change)
<b>Vertical Subway Posters</b>	20pt. Starcote or Printcote	400 gsm Aconda Hydros

We thank you in advance for your understanding and cooperation.

Should you have any questions, please contact  
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