

TUBE SUBS

AD HACKING ON THE LONDON UNDERGROUND

It is not difficult to quickly install subs on tube trains. Often it is only a matter of lifting up the frame and sliding in the ad you have prepared. Do this in pairs wearing hi vis and you will be in the next carriage before the other passengers can smile at what you have done.

Install your own artwork in any London tube train for free by following this simple 'How To' guide.

ARTWORK SIZE

28cm x 60.8cm

ARTWORKING DESIGN GUIDE

Tutorial:

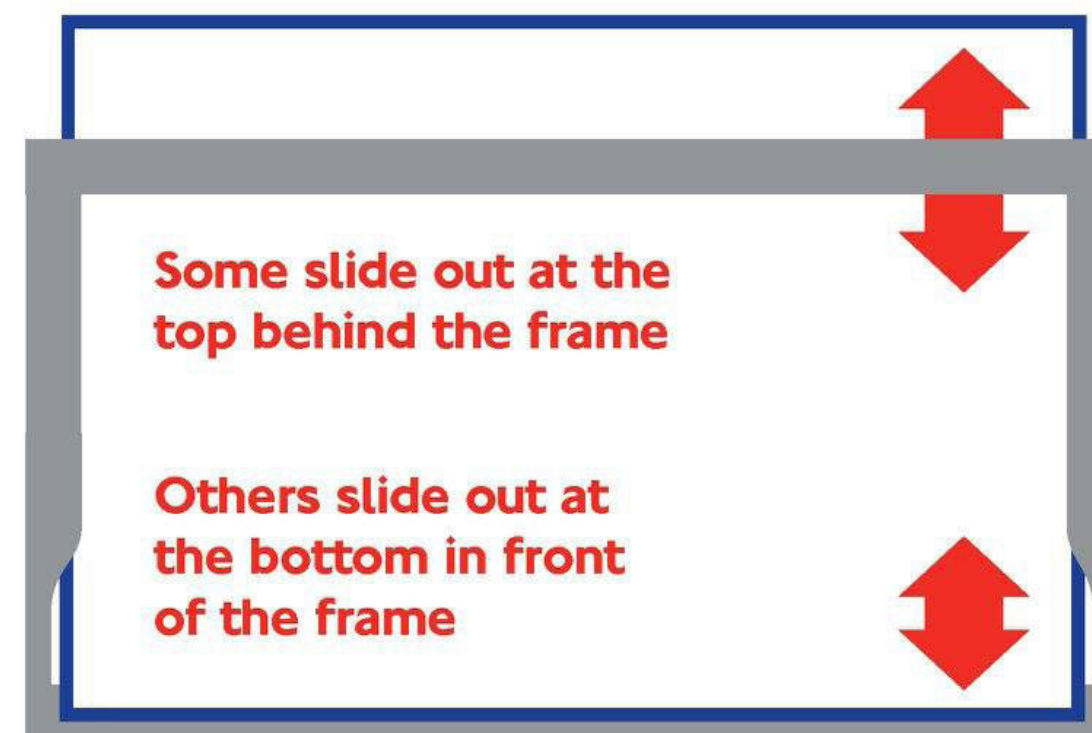
<http://brandalism.ch/ad-hacking-on-the-underground-subvertising/>

Download the tube ad template as a pdf here:

<http://brandalism.ch/wp-content/uploads/2016/12/YourArtHere.pdf>

How to hack this ad space

- 1 Design some artwork in the correct size. **Most tube carriage adverts are 28cm x 60.8cm.** You could easily slide an existing ad out from its frame to check the size.
- 2 Slide your artwork over the top of an existing ad. Be discrete. Look out for TFL staff and cleaners in hi-viz.
- 3 Take a picture and share it online. Use the hashtags **#AdHackManifesto** and **#AdvertisingShitsInYourHead** to connect with other subvertisers.



i Professional printers will cost around £1.30 per subvert, but you can hand-make them too. We recommend paper that has a thickness of 280gsm.

#ADHACKMANIFESTO

