Mini Adbar™ Spec Sheet

DIMENSIONS

Please use the diagram below as a reference for the dimensions specified below.

- Unfolded Bleed size: 10.75 x 3.25" (includes 0.125" bleed all sides)
- Unfolded Trim size: 10.5 x 3"
- Folded Finished Size: 10.5 x 1.5" (per side)

LOGO BLOCK

retail**MEDIA**.ca

The retailMEDIA brand is placed in a block 0.25 x 1.5" located on the left-hand side of the creative. Please use the diagram below as a reference for the placement of the logo blocks.

Important Note:
The client is responsible for downloading and implementing the retailMEDIA logo block into the supplied artwork. Colours are not restricted, but please ensure the logo is legible.

ACCEPTED FILE FORMATS

We only accept files in the following formats:

- Adobe Illustrator CS6 or earlier
- Adobe InDesign CS6 or earlier
- Adobe Photoshop CS6 or earlier

Die line MUST be on its own layer. All support files MUST be supplied, including fonts, graphics and placed images. All graphics must be sized at 100% in CMYK at a resolution of 300 dpi or 150 lpi.

Important Note:
Files in any other format may be rejected. These include files prepared in Microsoft Word or PowerPoint, and any .gif or .jpg files.

PROOFS

Each file must be accompanied by a PDF proof. Please email the proof to graphics@retailmedia.ca upon submitting the artwork. If you are using the FTP server, please include the PDF proof with your artwork.

FILE TRANSFER

Via email
Any files of less than 5MB may be emailed to graphics@retailmedia.ca.

Via our website
Visit www.retailmedia.ca and click on Upload under the Client Services tab.

Important Note:
When submitting files please ensure:
- The client name is included in the file name.
- All files are compressed prior to upload, using WinZip or StuffIt.

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