

AdCap™ Advertising Spec Sheet

DIMENSIONS

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

Standard Cap

- Bleed size: w19.25" x h2.25" (includes bleed on all sides)
- Live Area: w18.75" x h1.75"

Large Cap

- Bleed size: w22.25" x h4.25" (includes bleed on all sides)
- Live Area: w18.75" x h2.75"

King Cap

- Bleed size: w22" x h7.25" (includes bleed on all sides)
- Live Area: w18.75" x h4.5"

ACCEPTED FILE FORMATS

We only accept files in the following formats:

- Adobe Acrobat (Press Ready)
- Adobe Illustrator CS6 or earlier
- Adobe InDesign CS6 or earlier
- Adobe Photoshop CS6 or earlier

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

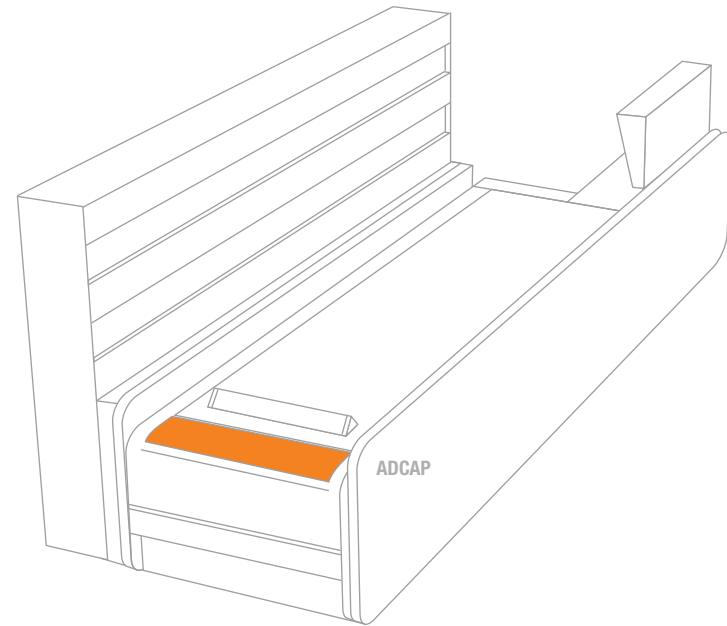
Via email

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.

GROCERY CHECKOUT



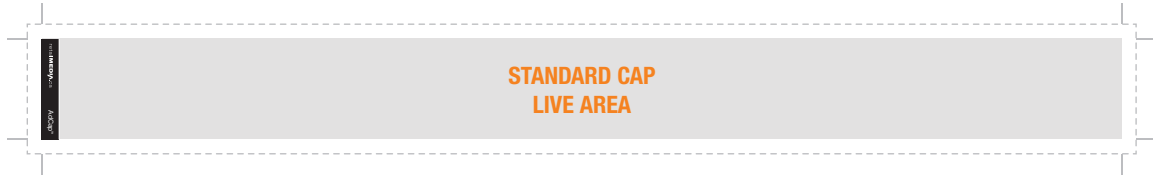
Important Note:

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.

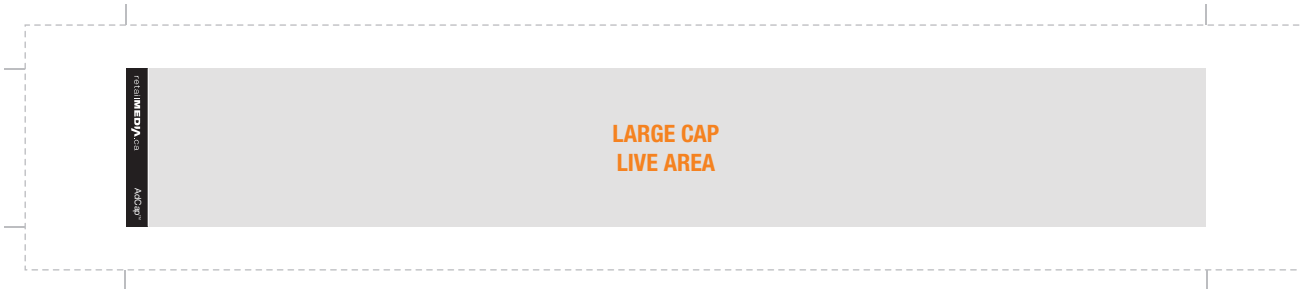
Logo blocks will be placed by printer, see back side of document for visual and please plan artwork around logo block accordingly. Sizes:

- Standard: h0.3" x w1.75"
- Large: h0.38" x w2.8"
- King: h0.38 x w4.5"



19.25"
Artwork including a 0.25" bleed
(Live Area 18.75")

2.25"
Artwork including a 0.25" bleed
(Live Artwork 1.75")



22.25"
Artwork including a 1.75" bleed
(Live Area 18.75")

4.25"
Artwork including a 0.75" bleed
(Live Area 2.75")



22.25"
Artwork including a 1.75" bleed
(Live Area 18.75")

7.25"
Artwork including a 1.375" bleed
(Live Area 4.5")