

# AdTray™ Advertising Spec Sheet (Safeway)

## REQUIREMENTS

A Kiosk consists of a bagging and basket size. Please provide all 3 creative sizes to facilitate the fitting of all store kiosks.

## DIMENSIONS

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

### Basket Trays

- Bleed size: w12.75" x h18.375" (includes 0.125" bleed on all sides)
- Trim size – varies see live area guidelines on reverse

### Bagging Tray - Classic kiosk

- Bleed size: w15.75" x h16.5" (includes 0.125" bleed all sides)
- Trim size: w15.5" x h16.25"

### Bagging Tray - King kiosk

- Bleed size: w39.25" x h16.5" (includes 0.125" bleed all sides)
- Trim size: w39" x h16.25"

## 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:

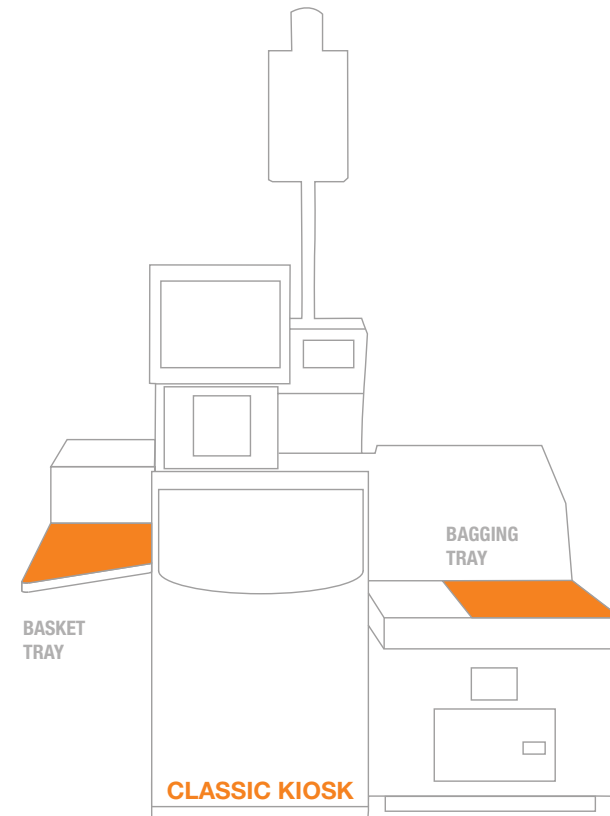
Files in any other format may be rejected. These include files prepared in Microsoft Word or PowerPoint, and any .gif or .jpg files.

## PROOFS

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

## LOGO BLOCK

The retailMEDIA logo block is located across the top of the creative with the [retailmedia.ca](http://retailmedia.ca) left justified and the AdTray™ right justified. Please use the diagram on the next page as a reference for size and placement of the logo block.



**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. The logo block is available for download online at the retailMEDIA website: [www.retailmedia.ca](http://www.retailmedia.ca).

## FILE TRANSFER

### Via email

Any files of less than 5MB may be emailed to [graphics@retailmedia.ca](mailto:graphics@retailmedia.ca).

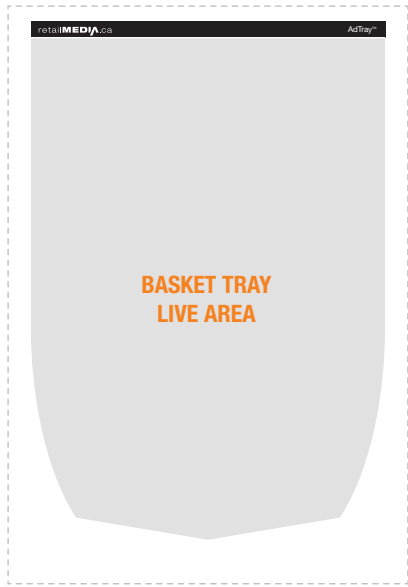
### Via our website

Visit [www.retailmedia.ca](http://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.



18.375"  
 Artwork including bleeds  
 (Final trimmed artwork size varies)

12.75"  
 Artwork including bleeds  
 (Final trimmed artwork size varies)

**Important Note:**

All basket tray artwork **MUST** be set up to the w12.75"x h18.375" bleed size. Please ensure that anything important is within the live area (which is approximately w11.5" X h16.00"), as anything in the bleed area may be cut off.



16.5"  
 Artwork including a 0.125" bleed  
 (Final trimmed artwork size 16.25")

39.25"  
 Artwork including a 0.125" bleed  
 (Final trimmed artwork size 39")



16.5"  
 Artwork including a 0.125" bleed  
 (Final trimmed artwork size 16.25")

15.75"  
 Artwork including a 0.125" bleed  
 (Final trimmed artwork size 15.5")