

AdCap™ Advertising Spec Sheet

DIMENSIONS

AdCap is a custom product and exact dimensions vary by store.

Your sales representative will provide the templates required for your specific buy. If you have not received templates, please contact your sales rep or our RMG Advertising Coordinator: Stella McEwan at stella@retailmedia.ca.

ACCEPTED FILE FORMATS

We only accept files in the following formats:

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

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.

GROCERY CHECKOUT

