

# AdTray™ Advertising Spec Sheet

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## REQUIREMENTS

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A Kiosk consists of a bagging and a basket size. You will require at least one basket and one bagging creative. As AdTray is a custom product, 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](mailto:stella@retailmedia.ca).

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## ACCEPTED FILE FORMATS

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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.

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## PROOFS

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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.

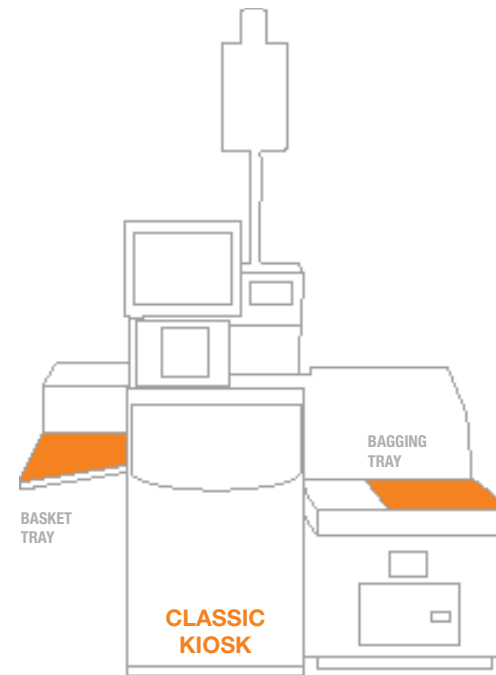
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## LOGO BLOCK

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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. **Find the downloadable logo block at:** <http://retailmedia.ca/client-services/adbar-print-specs-templates/> at the bottom of the page.



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## FILE TRANSFER

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### Via email

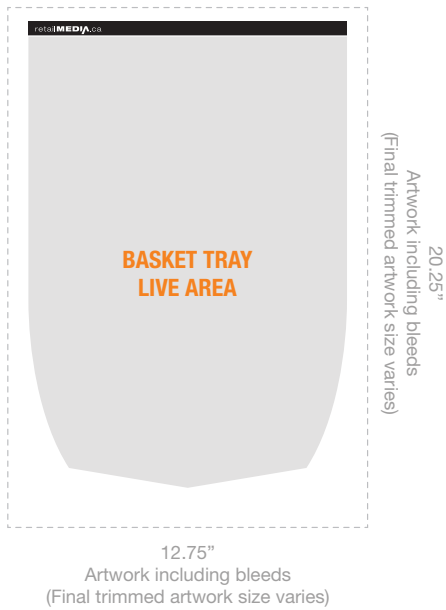
Any files of less than 5MB may be emailed to [graphics@retailmedia.ca](mailto:graphics@retailmedia.ca).

### 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.



**Important Note:**

All basket tray artwork must have a live area of 11.5" w x 16.00" h with bleeds up to 12.75" w x 20.25" h. Anything outside of the live area MAY be cut off. Please use templates provided for specific sizes as these vary by market and store.

