

# Portray Spec Sheet

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## DIMENSIONS

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

- Bleed size: 351mm X 266mm (13.832" X 9.986") – includes 3mm or 0.125" bleed all sides)
- Trim size: 345mm X 260mm (13.582" X 9.736")

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## TEMPLATES

Please contact your sales rep or Stella at [stella@retailmedia.ca](mailto:stella@retailmedia.ca) for templates. We can provide, Illustrator, InDesign and Photoshop.

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## 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

All graphics (photos, illustrations, logos) are in EPS or TIFF format must be sized at 100% in CMYK at a resolution of 300 dpi or 150 lpi. **Die line MUST be on its own layer. All support files MUST be supplied, including fonts, graphics and placed images.**

### Important Note:

Additional charges will be invoiced if material is not in accordance with spec requirements such as wrong format, low-resolution images, RGB files, PMS colour, missing files, missing fonts etc. The hourly rate is \$75.

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## 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. Portray Advertising is not responsible for any material NOT accompanied by a colour proof made from file.

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## 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.

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## ARTWORK APPROVAL

Final artwork must be approved by Portray Advertising location partners. Please send PDF to [stella@retailmedia.ca](mailto:stella@retailmedia.ca) for final approval at least a week before submission deadline.

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## ADDITIONAL CONSIDERATIONS

### Placement in T&T

When creating advertising to be placed in T&T stores, please note all copy must be present in both English & Mandarin or Cantonese, including any terms and conditions. If translation services are required, we can provide recommendations. Please contact Stella at [stella@retailmedia.ca](mailto:stella@retailmedia.ca)

### NFC icons

If utilizing NFC, for best results, please make sure the NFC icon found within our templates is placed at the bottom right of your creative.

- Place NFC icon 2 inches from the bottom and 2 inches from the right.
- Ensure the diameter of the target area where the phone is tapped is 40mm.



### NFC instructions

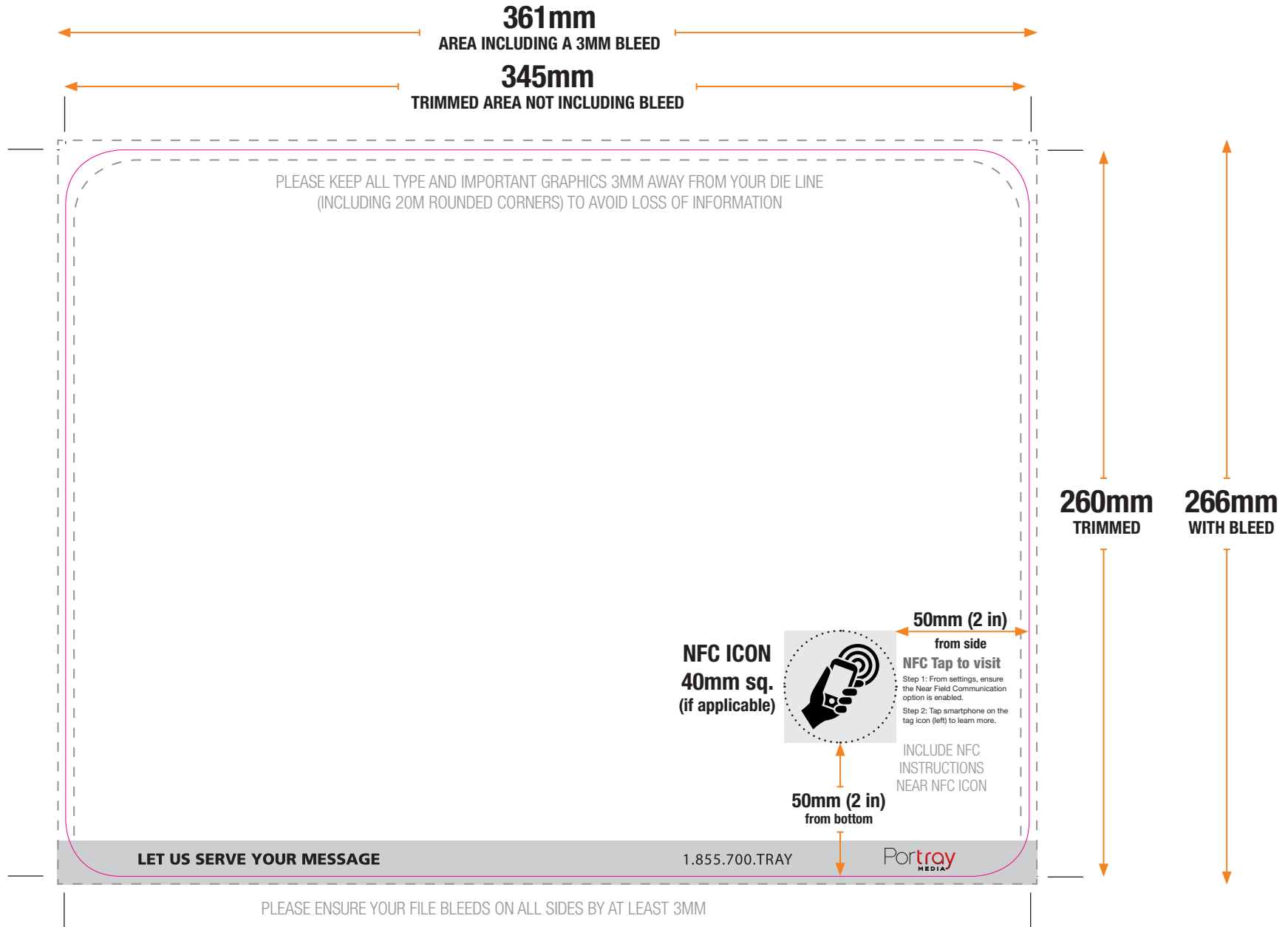
NFC Tap to visit

Step 1: From settings, ensure the Near Field Communication option is enabled.

Step 2: Tap smartphone on the tag icon (left) to learn more.

NFC Phone by Andrew Forrester from the Noun Project

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Template shown at 1:2 scale

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