

## FRONTADS PROGRAM ART SPECIFICATIONS

### MATERIALS:

All preliminary creative (color proofs) must be forwarded to the [FrontLine Production Traffic Manager at creativdepartment@frontmark.com](mailto:creativdepartment@frontmark.com) for approval, prior to delivery of final artwork.

Mac files are required for all FrontLine programs. IBM/PC formats can be converted for an additional charge. Accepted Mac formatted media includes Zip 100 & 250, CD-R, CD-RW, 3.5 floppy and DVD. All current Mac programs are supported but Illustrator, Quark Xpress, PhotoShop and InDesign are preferred.

Please submit artwork for ads and headercards on a separate disk from artwork for FrontLoader program. When submitting art on disk, all documents should include all working (layered) files, supporting fonts, illustrations and scans. All submitted fonts should be Postscript in nature. Do not use 'True Type' fonts or stylized fonts in Quark. Illustrator files should have all fonts converted to outlines.

Send a disk directory with laser or color proof for each ad. All images and or files should be 300DPI and converted to CMYK before sending. For further technical information, contact the [FrontLine Production Traffic Manager at creativdepartment@frontmark.com](mailto:creativdepartment@frontmark.com).

### DELIVERY:

Send Preliminary color proof to [creativdepartment@frontmark.com](mailto:creativdepartment@frontmark.com)

Final Creative must be sent on a CD along with Color Proofs to:

FrontLine Marketing  
 10 Corbin Drive - 3rd Floor  
 Darien, CT. 06820  
 Attn: Production Traffic Manager  
 Phone: 203-662-5252

## FRONTADS SPECS

### MECHANICAL SPECS:

**Printing Process:** 4/0 Process on 12pt C1S Stock

**Trim Size:** 13" x 10"

**(Finished Size):** 13" x 10"

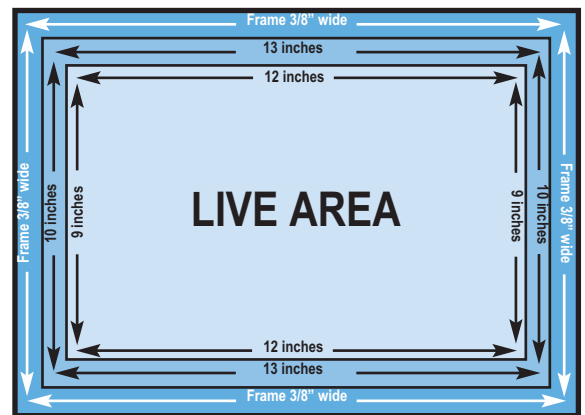
**Bleed Size:** 13½" x 10½"  
 (¼" Bleed on all four sides)

**Live Area:** 12" x 9"

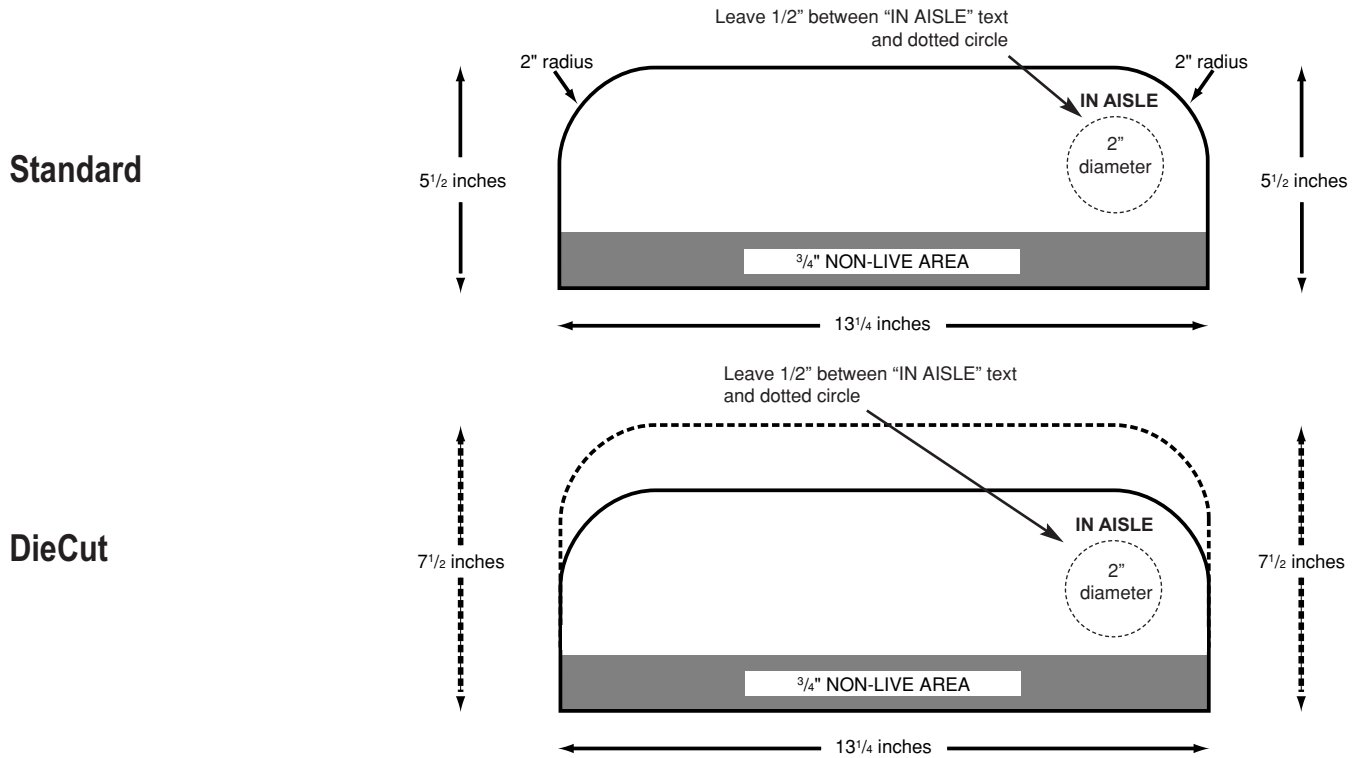
**Frame:** 3/8" thick

**4c Screen:** 150 line screen

**Colors Available:** 4-color process (additional colors are subject to extra charge)



## STANDARD AND DIE-CUT HEADERCARDS



### Standard Mechanical Requirements

Printed offset using 4/color process inks; printed on two sides; 80 pt board

Final artwork should include High Resolution Disk with Color Proof. When submitting art on disk, please include fonts, high-resolution image and a printed color proof. Please refer to current rate card for additional charges.

**Trim size of the HeaderCard is 13 1/4 x 5 1/2 plus 1/4" bleed.**

**Top left and right corners: 2" radius only.**

**4c Screen: 150 line screen**

**Note:** HeaderCard should be designed to work separately from FrontAd. In some instances, headercards are removed due to express lane designation.

### Aisle Marker

- If designing a "Find it in the Aisle" HeaderCard, a dotted line circle 2" in diameter must be reserved to place the 2 1/2" diameter aisle marker sticker. Please put the words "IN AISLE" in bold font at least 1/2" above the 2 inch circle space on your final artwork.

### Additional DieCut Requirements

- Vertically - may be expanded vertically - may not exceed 7 1/2" height.
- Horizontally - may not exceed 13 1/4" width.
- Base of header must remain 13 1/4" width.

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