

PHARMACY DISPLAY NETWORK (PDN) 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

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.

PHARMACY DISPLAY NETWORK (PDN) POSTER

MECHANICAL SPECS:

Printing Process: Offset printing on 18pt coated stock printed on one side

Trim Size:
(Finished Size): 15 3/4" x 28 3/4"

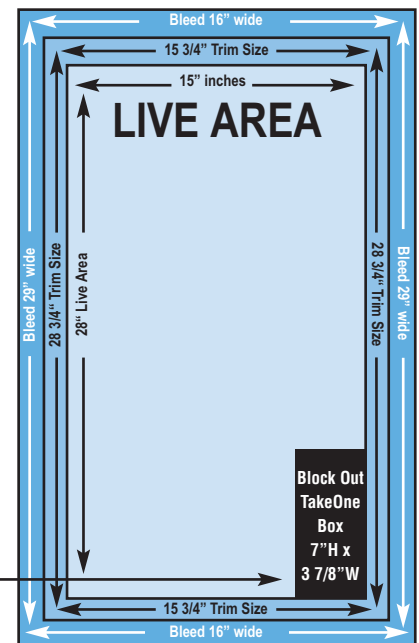
Bleed Size: 16" x 29"
(1/8" Bleed on all four sides)

LIVE AREA: 15" X 28"

4C SCREEN: 150 LINE SCREEN

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

Note: If a Take-One is being used in conjunction with a Poster program, a box measuring 3 7/8 inches wide by 7 inches high should be printed on the poster to indicate where the merchandiser should affix the Take-One box.



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RETAILER: SAFEWAY PHARMACY DISPLAY NETWORK (PDN) AD

MECHANICAL SPECS:

Printing Process: Offset printing on 18pt coated card stock

Trim Size: 11" x 8½"

(Finished Size): 11" x 8½"

Bleed Size: 11½" x 9"
(¼" Bleed on all four sides)

Live Area: 12" x 9"

4c Screen: 150 line screen

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

