

**All Artwork must be approved by the Retailer prior to printing.**

Email the artwork to your Metrospot representative. The file must be in .jpeg or .pdf format and no larger than 2 MB.

The deadline for artwork submission is 60 days prior to the desired program start date.

Printing can begin after the artwork has been approved.

<b>Metrospot Printing</b>	
<p>File to be sent to the Printer no later than 8 weeks prior to the program start date. Please see below for the printing guidelines. For additional information, please contact your Metrospot Sales Representative directly.</p>	
<p><b>Accepted Software:</b></p> <ul style="list-style-type: none"> <li>~ Adobe Indesign CS6 or lower</li> <li>~ Adobe Illustrator CS6 or lower</li> <li>~ Acrobat Acrobat 9 or lower</li> <li>~ QuarkXpress 8 or lower</li> </ul>	<p><b>File Specifications:</b></p> <ul style="list-style-type: none"> <li>~ Document size must be same as final output size.</li> <li>~ All imported images &amp; native files to be in CMYK color space.</li> <li>~ Bleed must be a minimum of 1/8" (.125").</li> <li>~ All fonts must be included</li> <li>~ All fonts must be embedded when supplying Hi-Rez PDF files.</li> <li>~ Resolution of all imported images to be a minimum 300 ppi</li> <li>~ Die Lines must be a spot colour and be set to Overprint.</li> <li>~ Black type should be set to an Overprint 100% Black not CMYK.</li> </ul>
<p><b>Import Formats:</b></p> <ul style="list-style-type: none"> <li>~ Adobe Photoshop CMYK .tiff or .eps</li> <li>~ Adobe Illustrator CMYK .ai or .eps</li> <li>~ Adobe Acrobat .pdf - All fonts must be embedded-not subset</li> </ul>	
<p><b>Accepted Media:</b></p> <ul style="list-style-type: none"> <li>~ DVD-R or CD-R Discs</li> <li>~ FTP – must provide the name and the location of the file</li> <li>~ Compress all files as single Stuffit .sit archive (no .zip)</li> </ul>	
<b>Third Party Printing</b>	
<p>The media shipment must arrive at the warehouse no later than 6 weeks prior to the program start date. Please review Material Delivery Instructions for detailed information for shipping.</p>	

## **Important**

**Please deliver all finished materials by the Printed Material  
Deadline as detailed on your Metrospot In-Store Contract.**

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### **Material Ship-to Address**

Distributor's Choice Receiving Hours  
Monday to Friday  
8:30 am – 4:30 pm

Metrospot Marketing

c/o Distributor's Choice

7085 Tomken Road

Mississauga, ON L5S 1R7

Attention: Billie-Jo Newman

Phone: 905-362-0291

Fax: 905-362-0295

Email: [billiejo@dccanada.com](mailto:billiejo@dccanada.com)

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### **Box Labeling Instructions**

Each box must be labeled with the following information:

- ✓ Metrospot In-Store Contract #
- ✓ Description of Contents
- ✓ Version Code
- ✓ Quantity per Box
- ✓ Quantity per Bundle
- ✓ Media sample attached to outside of the box

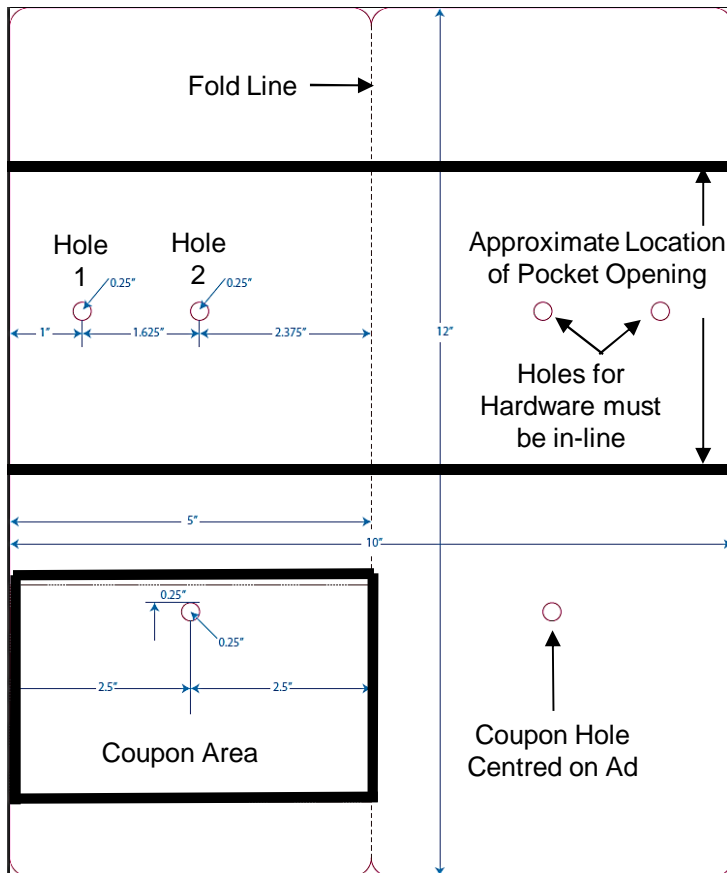
### **Packing Slip Information**

Each packing slip must provide the following information:

- ✓ Number of Pallets
- ✓ Quantity per Pallet
- ✓ Number of Boxes
- ✓ Quantity per Box
- ✓ Media Language – English or French

## Creative Overview

The Shelf Ad Plus Series is printed flat and only on one side. The card stock is then folded in the middle vertically. The top, bottom, and one side is partially sealed with either glue or tape strips. An open seam, no larger than 4 inches, is to remain open for the insertion of the hardware. Please reference media specifications for additional information.



### Two Drill Holes for Hardware attachment:

All holes to be 1/4" in diameter.  
Hole # 1 is horizontally placed 1" in from the pocket side of the media.  
Hole # 2 is placed 2-5/8" from the pocket side of the media.

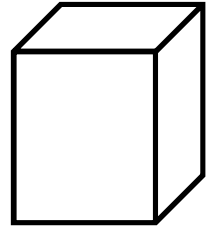
### Horizontal Placement:

The two hardware holes may be moved up or down within a 5" range specified on individual specification sheets.



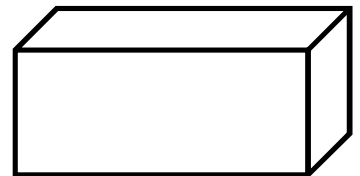
▪ **Shelf Booklet Holder - Box 1 Dimensions:**

Front 5" High x 3.75" Wide x 1.5" Deep  
100% live area



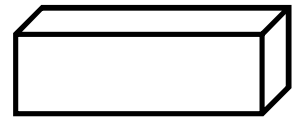
▪ **Shelf Booklet Holder - Box 2 Dimensions:**

Front 3.75" High x 6.25" Wide x 1.25" Deep  
100% live area



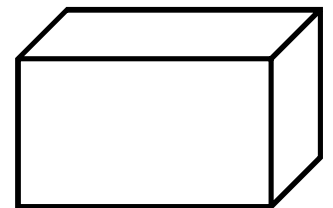
▪ **Shelf Booklet Holder - Box 3 Dimensions:**

Front 2.5" High x 5.25" Wide x 1.25" Deep  
100% live area



▪ **Shelf Booklet Holder - Box 4 Dimensions:**

Front 4.5" High x 5.5" Wide x 1.25" Deep  
100% live area



**Please note:**

- Two boxes are placed back to back – perpendicular to the shelf. A double-sided backer card or Shelf Ad Plus can added.
- If requested – boxed can be placed flush to the shelf.
- Booklet dimensions must not exceed 1.5" over booklet holder height
- Booklet dimensions must not exceed booklet holder width

**PRINT SPECS**

- “ Trim size 10" x 18"
- “ Bleed 1/8"
- “ 100% live area
- “ 4/0 colour
- “ 12 pt. gloss finish card stock
- “ Round all corners
- “ Glue pocket at top and bottom
- “ 1/4" drill hole

**Can be used with:**  
Shelf Booklet Box 1 through 4

Boxes will be placed perpendicular to the shelf.

