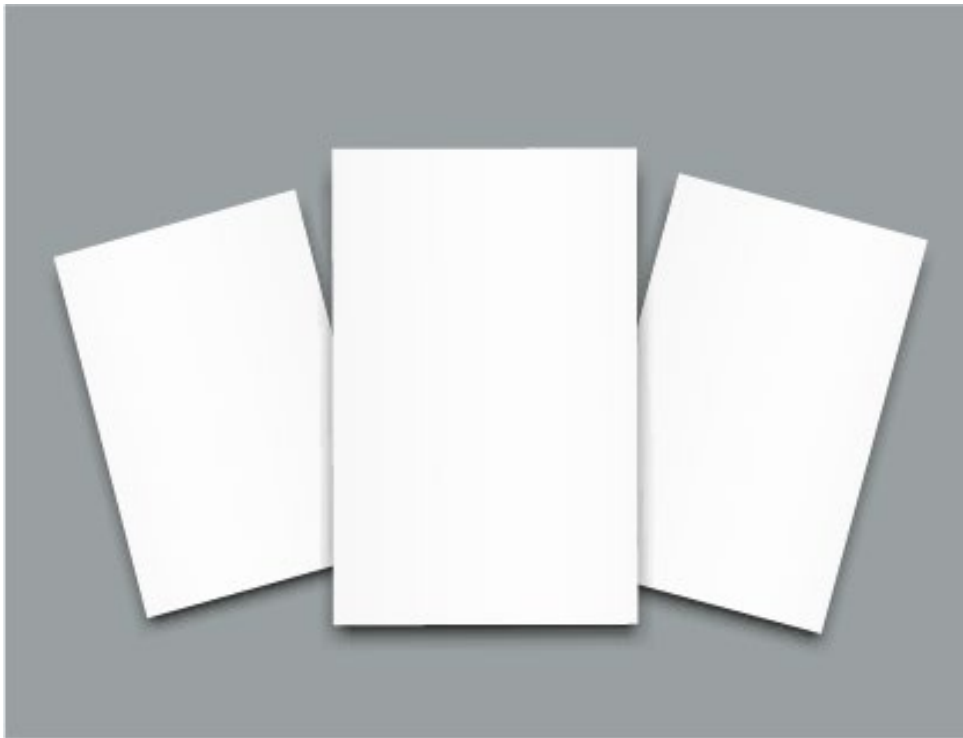


## DL LEAFLET

### PRINTING SPECIFICATIONS



## 1. COMPONENTS

### 1.1 LEAFLET

Size : 99mm wide x 210mm high.

**NOTE:** This media may be printed single or double sided depending on option chosen.

## 2. PRINTING METHODS

### 2.1 LITHO PRINTING

Material	:	115 - 130gsm coated art in matt or gloss.
Colour	:	4-colour CMYK palette.

## 3. LEAFLET SPECIFICATIONS

### 3.1 A5 LEAFLET

Barcode	:	Where necessary, please include relevant barcode.
Finish	:	Trimmed to size and bundled in groups of 250. Please do not glue the bundles together.

## 4. ARTWORK REQUIREMENTS

### 4.1 TIMELINE

All artwork is required to be at Rainmaker Media 4 weeks prior to the start date of the campaign.

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### 4.2 RETAILER NAMES

Only the relevant retailer name, i.e. the name of the retailer in whose store(s) the artwork/media is to be used, is allowed to appear on the artwork/media. Please note that NO other retailer names may be used.

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### 4.3 DISCLAIMER ON ARTWORK

If more than one product is showcased on the artwork, a disclaimer needs to be added to ensure that the media installation takes place successfully should one or more of the variants on the media not be in-store. At least one of the advertised products must be stocked. The Rainmaker Media recommended disclaimer is "Selected stores have limited range".

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### 4.4 INSTALLATION LOCATION

The unit must be installed as close as possible to the displayed products. Media can be also placed in a complementary area. All media in a complementary area requires a "find me" statement for customers to be able to locate the advertised products in store. Contact Rainmaker Media sales representatives for acceptable terms of use, i.e. "Find me in the medicine aisle".

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#### 4.5 SCALING

Please do not scale artwork. You should always supply artwork at 100% scale.

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#### 4.6 COLOUR PALETTES

All artwork should be supplied in CMYK palette. If you require spot colours to be printed please communicate to sales representative and supply artwork including all the correct spot colours.

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#### 4.7 FONTS

Convert all fonts to curves/outlines when sending artwork. If it is not possible to send files with text that has been converted, then please include all Post Script fonts that are used in the layout when submitting your file.

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#### 4.8 BLEED AND DIE CUTTING

To ensure a borderless print, allow for at least a 5mm bleed all around. If die-cut is indicated on the artwork, please ensure that it set on over-print option. Alternatively, please supply die-cut in separate page/document. Please note that the line will not be in the image, it will only be used to create the die.

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#### 4.9 FILE FORMATS

PDF (1.4 compatibility) is the format of choice.

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#### 4.10 SECURITY AND LOGISTICS

All media within the Retailer group of stores have to be identified with a PIN number. The PIN number is always in colour and is available to third party upon request. The PIN number identifying and confirming the legality of the campaign.

rainmaker<sup>TM</sup> by ABC000000-1-000000

rainmaker<sup>TM</sup> by ABC000000-1-000000

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#### 4.11 COLOUR PROOFS

To ensure consistency in the final printing run, two colour proofs must be supplied with the artwork. By providing this proof, we can produce the product that you want more accurately.

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## 5. PRINTING REQUIREMENTS

- ✓ All material must be litho printed.
- ✓ All printed material must have a resolution of at least 300 dpi.
- ✓ Where necessary, please include relevant barcode.
- ✓ Trimmed to size and bundled in groups of 250.
- ✓ Please do not glue the bundles together.

FOR MORE INFO AND DETAILS PLEASE VISIT

[www.rainmakermedia.co.za](http://www.rainmakermedia.co.za)