BOXED CATEGORY BANNER

PRINTING SPECIFICATIONS

1. COMPONENTS

1.1   BOXED CATEGORY BANNER

Size   :   200mm wide x 1000mm high

1.2   A5 BOX FOLD-OUT

Size   :   155mm wide x 147mm high (visual size)

1.3   SUPER COUPON BOX FOLD-OUT

Size   :   114mm wide x 83mm high (visual size)

1.4   LEAFLETS

Size (A5 Leaflet)   :   100mm wide x 130mm high

Size (Super Coupon)   :   148mm wide x 210mm high

2. PRINTING METHODS

2.1 BOXED CATEGORY BANNER

2.1.1 LITHO PRINTING

Material	:	250 gsm coated art in matt or gloss.
Colour	:	4-colour CMYK palette.
Finish	:	Laminated gloss or matt film.
Substrate	:	See 2.1.4 for spec.

2.1.2 DIGITAL PRINTING – OPTION A (ONTO SELF-ADHESIVE VINYL)

Vinyl	:	80-100 micron permanent white vinyl.
Colour	:	4-colour CMYK palette.
Substrate	:	See 2.1.4 for spec.

2.1.3 DIGITAL PRINTING – OPTION B (DIRECTLY ONTO SUBSTRATE WITH UV INK)

Colour	:	4-colour CMYK palette.
Substrate	:	See 2.1.4 for spec.

2.1.4 SUBSTRATE / INNER BOARD

Aisle - Cardboard	:	880gsm White Cardboard (1.5mm thickness).
Fridge - Foamboard	:	White Water Resistant Foamboard 3mm (maximum) thickness.
Foamboard Types	:	Palfoam (Palram).

2.2 THE A5 / SUPER COUPON BOX

2.2.1 LITHO PRINTING

Material	:	250 gsm coated art in matt or gloss.
Colour	:	4-colour CMYK palette.
Finish	:	Laminated gloss or matt film.
Substrate	:	See 2.2.4 for spec.

2.2.2 DIGITAL PRINTING – OPTION A (onto self-adhesive vinyl)

Vinyl	:	80-100 micron permanent white vinyl.
Colour	:	4-colour CMYK palette.
Substrate	:	See 2.2.4 for spec.

2.2.3 DIGITAL PRINTING – OPTION B (directly onto substrate with UV ink)

Colour   :   4-colour CMYK palette.

Substrate   :   See 2.2.4 for spec.

2.2.4 SUBSTRATE / INNER BOARD

Aisle – Cardboard   :   350 - 450gsm White Cardboard.

Fridge – Cardboard   :   350 - 450gsm White Cardboard protected with extra layer of permanent white vinyl from inside to prevent moisture damage to the cardboard.

2.2.5 DOUBLE-SIDED TAPE SPECIFICATIONS

Please use double-sided tape to apply the box to the banner. We prefer a 18mm – 22mm wide foam-based double-sided tape that is 1.5mm thick.

2.2.6 LEAFLETS OR COUPON SPECIFICATIONS:

2.2.6.1 Super Coupon leaflets/coupons:

Size   :   100mm (W) x 130mm (H).

Material   :   100 gsm coated art in matt or gloss.

Colour   :   4-colour CMYK palette.

Barcode   :   Where necessary, please include relevant barcode.

Finish   :   Trimmed to size and bundled in groups of 250. Please do not glue the bundles together.

2.2.6.2 A5 Information leaflets/coupons:

Size   :   148mm (W) x 210mm (H).

Material   :   100 gsm coated art in matt or gloss.

Colour   :   4-colour CMYK palette.

Barcode   :   Where necessary, please include relevant barcode.

Finish   :   Trimmed to size and bundled in groups of 250. Please do not glue the bundles together.

3. ARTWORK REQUIREMENTS

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

3.2 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.

3.3 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".

3.4 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".

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

3.6 MIRROR IMAGE
This media is a double-sided display, all supplied artwork must include a mirror image.

3.7 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.

3.8 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.

3.9 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.

NOTE: All corners are required to be rounded, so as not to hold a health and safety risk in store.

3.10 FILE FORMATS

PDF (1.4 compatibility) is the format of choice.

3.11 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.

3.12 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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4. PRINTING REQUIREMENTS

- Please note that silk screening is not allowed as print method. All material must be litho or digitally printed.
- All printed material must have a resolution of at least 300 dpi.
- The Rainmaker Media PIN number must be clearly indicated on all printed sides of the media type.
- Correx substrate or similar fluted plastic material may not be used.
- Cardboard may not be used for media being placed in or near a fridge or freezer.
- The thickness of the board is critical, if it is too thin it will not provide sufficient rigidity.

5. PACKAGING REQUIREMENTS

- All media that is printed with UV ink requires separators (e.g. wax sheets) between each unit to prevent prints from sticking to each other during transport.
- The box may be attached to the media using the bottom tape section which will allow the unit to be flat packed.

FOR MORE INFO AND DETAILS PLEASE VISIT

www.rainmakermedia.co.za