

# Poster and Riser Card Creative Guidelines



The advertising surrounding SUPERFRIDGE is the most critical factor in gaining consumers' attention to your brand's SUPERFRIDGE event. The more consumers it can attract, the greater the sales potential.

**Posters:** The posters surround the SUPERFRIDGE unit and comprise the largest advertising space in a supermarket. Their purpose is to attract shoppers from 30 - 40 feet away.

1. Try to keep the advertising as visually simple/clear-cut as possible. If possible, view layouts - at the final size - from a distance. Type size and style are important considerations. One dominant element is preferable.
2. Brand identification - either through use of a logo or plate shot - should be prominent. Unless new or unique, the package itself is less important for SUPERFRIDGE than for other forms of advertising. Consumers don't have to seek it out. It's right there.

*Note: If package shot is on a poster or riser and specific variety displayed is not in distribution at a retailer, retailer has right to reject displaying advertising of items not carried in their stores. Please ensure product is in distribution at all participating Retailers you have contracted for.*

3. Appetite appeal can be most helpful in creating the purchase impulse.
4. If it is NEW - SCREAM IT!
5. Use colors judiciously. Contrast is important and can improve readability. Remember, "white" is a color.
6. Please complete the message. Although the execution needs to be visually arresting, your advertising still must be compelling. Consider including "reasons why" and especially a "call to action." Shoppers need to be told. The shopping cart replaces imagination. While this SUPERFRIDGE element is called a "poster," it is still an "advertisement."

**Riser Card:** The riser card is fastened horizontally to the top of the unit and is used to extend or reinforce the brand's poster copy.

1. The riser card can be used to complement the advertising on the posters. It does not need to repeat the same points. Use it to convey additional information: benefits, usage occasions. Suggest that consumers "look for other varieties" at the brand's normal location - if applicable. Or, tie-in an element of the brand's ongoing creative to cue back "yesterday's" forgotten message, to help make it more productive. It can also be die-cut to feature a specific element.

## **Tear Pads:**

1. SUPERFRIDGE can accommodate tear-pads. They fasten to the same riser card holder for riser.  
*Note: Tear pad will not be adhered to or cover any graphics on riser card. Speak with your Superfridge representative, if tear pads will be featured.*

**DISREGARD ANY OF THE ABOVE IN FAVOR OF CREATIVITY. IF IT'S GREAT, DO IT!**

# Poster & Riser Creative Specifications



## **ADVERTISING MATERIALS\* SPECIFICATION SHEET**

\*Advertising materials are based on a single poster & riser execution. Please contact your Superfridge Sales Representative if multiple versions of posters & risers will be produced. Multiple versions will incur a production upcharge.

### **POSTER SPECIFICATIONS**

- Dimensions: 25 inches wide x 19 7/8 inches high.
- Live Text/Image Area: 23 1/4 inches wide and 18 1/8 inches high.  
To account for surrounding frame: No text/image 7/8" from all edges.  
Color may bleed to edges.
- Colors: 4-color process and press varnish.
- Stock: 1 side: 100# stock gloss text.  
(Creative that is being printed double sided: Stock must be 8 point coated.)

### **RISER CARD SPECIFICATIONS**

- Dimensions: 18 1/2 inches wide x 7 1/2 inches high.
- Live Text/Image Area: 7 1/4 inches high, beginning 1/8" from top and bottom edge x 17 1/2 inches wide (centered on card).  
.125" color bleed is needed for riser from all edges.
- Stock and Colors: 4-color FGAQ on 24-point stock C1S

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***No mention of a sale, feature activity or any pricing information is allowed in SUPERFRIDGE advertising.  
Any material with this information on it will NOT be printed.***

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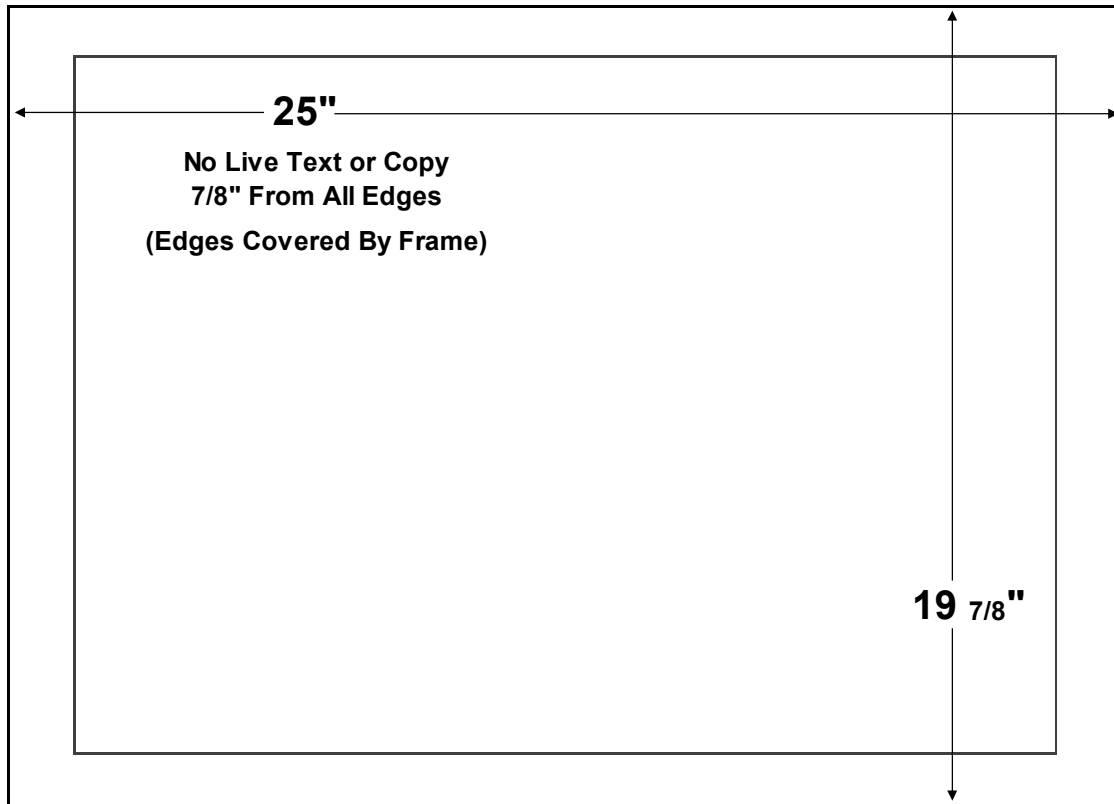
### **PRINTING MATERIALS**

Please supply electronic files such as InDesign (preferred) CS6 or lower, Quark Express or Illustrator. Include all images used High Resolution (300DPI or better) TIFF or EPS Files. Include all fonts used both printer & screen fonts. Creative should be created in a 4-color CYMK process. Please make sure all colors are indicated correctly for process & pms. Include a scaled down version of what the finished poster and riser should look like in a color laser or some other type of mock-up.

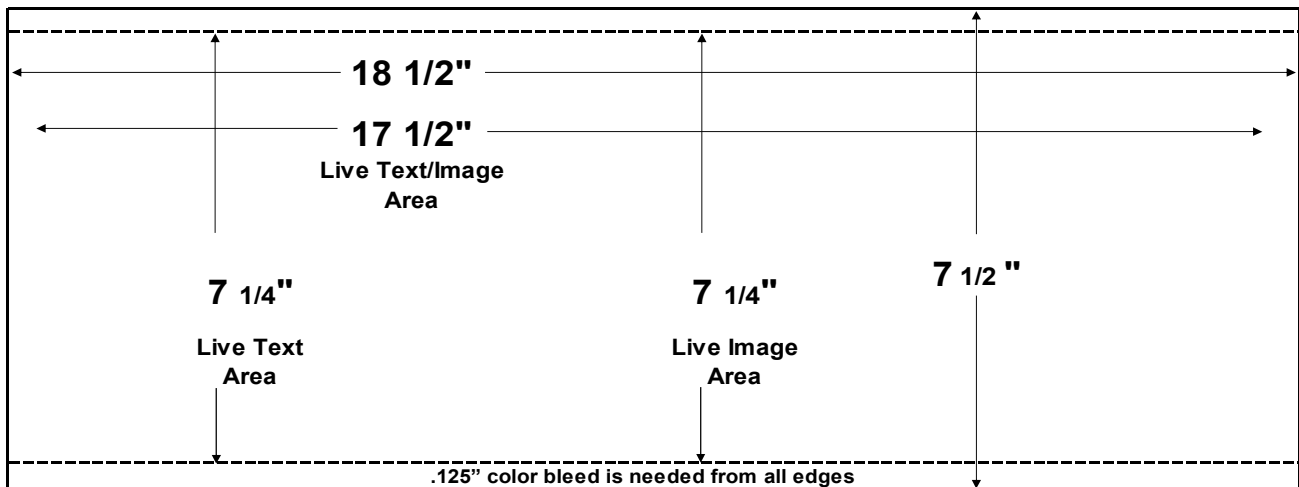
Creative files should be uploaded to a specified FTP site. (See upload instructions.)

**Please upload only zipped (.zip) or stuffed (.sit, .sitx) files.**

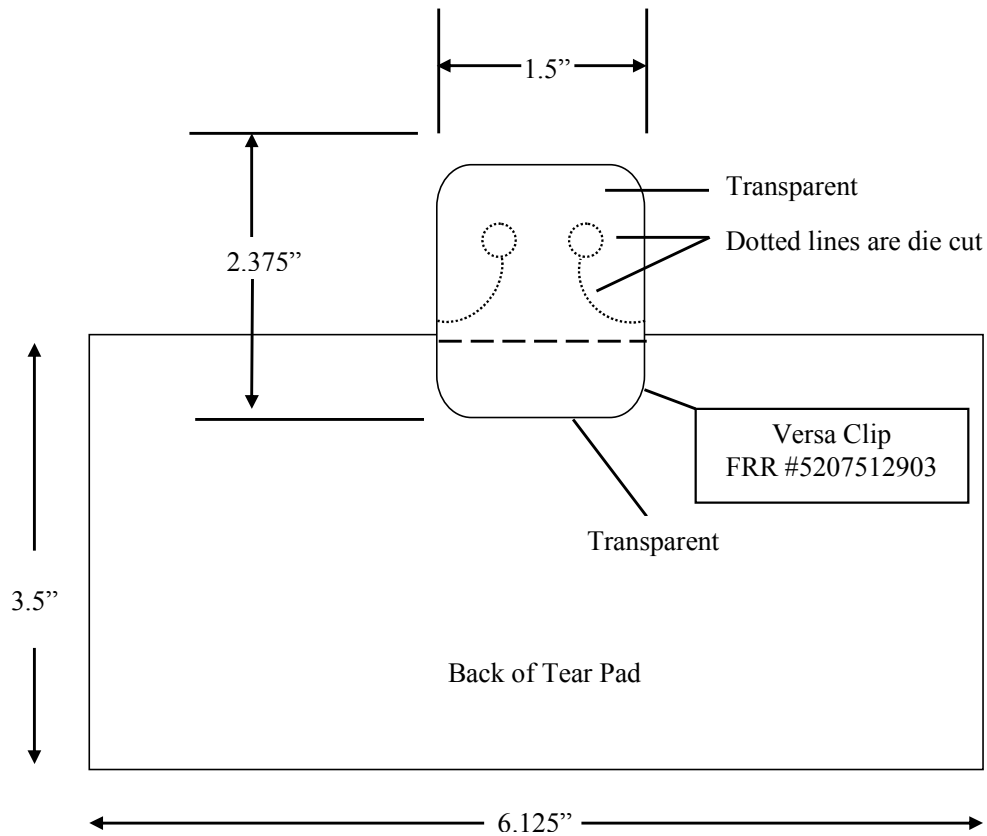
## POSTER DIAGRAM



## RISER CARD DIAGRAM



# Tear Pad Specifications



## TEAR PAD SPECIFICATIONS

Dimensions:	6.125" wide x 3.5" high
Live Text/Image Area:	6.125" wide x 3.5" high
Colors:	4-color process
Top of Pad:	Bound with hot melt glue
Back of Pad:	Cardboard backing
Versa Clip:	FRR#5207512903 Transparent (adhered to back of tear pad backing) Die cut for insertion in riser card holder
Quantity per Store:	2 pads maximum
Quantity per Pad:	50 or 75 sheets

\*Tear pads will incur an additional charge for production & shipping. Contact your Superfridge Representative, if tear pads will be featured.

\*\*Additional fees may incur if size is larger than noted above.

\*\*\*All coupons must indicate **DO NOT DOUBLE**.

## Uploading creative files to Bassett Printing Corporation

**Log in:** SFDawn  
**Password:** SFDosb1

Once you are ready to upload files please either “zip” or “stuff” the file prior to upload.

Visit the following website, <http://www.bassettprinting.com>. Click the upload tab. There you will find the information as to how to connect to the ftp site.

**If you are using a Windows PC** just follow the PC link and it will take you to a Java based ftp client to use for uploading.

**If you are using a Mac PC** the ip address for the ftp is there to enter into your ftp client software. We suggest you use a client such as Fetch or Cyberduck to upload the files from a Mac.

\*\*Please supply electronic files such as Quark Express (preferred), Illustrator or Indesign CS4 or lower. Include all images used High Resolution (300DPI or better) TIFF or EPS Files. Include all fonts used both printer & screen fonts. Creative should be created in a 4-color CYMK process. Please make sure all colors are indicated correctly for process & PMS.

**Please upload only zipped (.zip) or stuffed (.sit, .sitx) files.**

## **IN-COMING POS – MATERIALS/RECEIVING REQUIREMENTS**

**ALL in-coming POS materials should meet the following requirements.**

1. BRAND name indicated on all cartons/packages.
2. QUANTITY indicated on each carton/package.

### **Packaging Requirements:**

1. **Posters** should be bundled in quantities of no more than 300 posters per carton/package. No more than four stacks per skid (6 cartons/packages to a stack). Cartons/packages must be shrink-wrapped & strapped to skid.
  - Posters printed on heavier stock paper (heavier than 8 point coated stock) must be bundled in quantities of no more than 150 posters per carton/package.
2. **Riser cards** should be bundled in quantities of no more than 400 risers per carton/package. There should be no more than twenty-eight cartons/packages shrink-wrapped & strapped to skid.
  - Riser cards printed on heavier than normal stock paper (18 point stock laminated front & back) must be bundled in quantities of no more than 200 risers per carton/package.

**PLEASE NOTIFY US ONE BUSINESS DAY IN ADVANCE TO DELIVERY.**

RECEIVING DEPARTMENT: 860-632-8880, Ext. 27285, Fax: 860-632-9340

LOGISTICS MANAGER: 860-632-8880, Ext. 27785

**RECEIVING HOURS: MONDAY thru FRIDAY, 9:00am - 4:00pm**

**Ship To: In-Store Opportunities/SUPERFRIDGE  
362 Industrial Park Road  
Unit # 5  
Middletown, CT 06457**