

## Brand Spotlight Signage --

Element	Version Range by Period	Volume Range by Version	Typical TOTAL Quantity Range by Period	Size		Printing
				Flat Size	Finished Size	
End Aisle Backer Card	2 to 10	50 to 900	200 to 900	30" x 24"	30" x 24"	4C 4/4
Pole Topper	2 to 12	50 to 900	200 to 900	18" Circle	18" Circle	4C 4/0
Vinyl Riser Wrap	2 to 6	175 to 1250	800 to 2400	67.5" x 12"	67.5" x 12"	4C 4/4
Mini Cut Case Backer Card	2 to 14	50 to 600	800 o 1400	14" x 24"	14" x 24"	4C 4/4
Pricer Cards	40 to 80	50 to 600	6000 to 12000	8" x 7"	8" x 7"	4C 4/4
Shelf Talkers	40 to 80	50 to 600	6000 to 12000	6.5" x 1.75"	6.5" x 1.75"	4C 4/4
Perpendicular Shelf Talkers	2 to 10	45 to 400	100 to 200	4" x 6"	4" x 6"	4C 4/4
A -Frame sign	2 o 6	100 to 250	200 to 450	10" x 25"	10" x 25"	4C 4/4
Transparencies	2 tto 6	4 to 8	12 to 20	28.5" x 28.5"	28.5" x 28.5"	4C 4/0
In Section Blade Signs	1 to 4	10 to 20	10 to 20	8" x 26	8" x 26	4C 4/4
Table Signs Large	2 to 8	50 tto 100	200 to 350	2 panels each 66.75" x 21.25"	48"L x 16"D x 16"H	4C 4/0
Table Signs Small	2 to 6	4 to 10	20 to 30	1 panel 98" x 33.9"	34.6"L x 13.4"D x 29"H	4C 4/0
Category Signs	2 to 6	100 to 300	600 to 700	47.5" x 6.375"	47.5" x 6.375"	4C 4/0
Box Sign	2 to 4	50 to 100	100 to 200	62" x 30.5"	18"W x 12"D x 13"H	4C 4/0
Undertable Insert 7 Large	2 to 4	50 to 100	125 to 150	2 panels each 66.75" x 21.25"	48"L x 16"D x 16"H	4C 4/0
Undertable Insert 7 small	2 to 4	25 to 50	50 to 100	52.25" x 19.75"	38"L x 12"D x 14.5"H	4C 4/0
Undertable Insert 5 Large	2 to 4	25 to 50	50 to 100	62.25" x 12.5"	15"L x 15"D x 12.5"H	4C 4/0
Undertable Insert 5 small	2 to 4	25 to 50	50 to 100	50.25" x 12.5"	12"L x 12"D x 12.5"H	4C 4/0
Display table Sign - Square	2 to 4	25 to 50	50 to 100	18" xz 24"	18" x 24"	4C 4/4

Display table Sign - Round	2 to 4	25 to 50	50 to 100	15.875"w x 11.75"h	15.875"w x 11.75"h	4C 4/4
Celebration Drum Sgin	2 to 4	10 to 20	30 to 40	52" x 6"	52" x 6"	4C 4/0
Celebration Bin Strip	1 to 3	200 to 300	200 to 250	52" x 1.875"	52" x 1.875"	4C 4/0
Memo	4 to 8	50 to 700	800 to 1200	8.5" x 11"	8.5" x 11"	Colour 4/0
Promo Takeaway Pads of 50	1 to 2	960 pads	960 to 1920 pads	3" x 5"	3" x 5"	4C 4/4
Kit Content Label	4 to 8	50 to 700	800 to 1200	5.5" x 8 ½"	5.5" x 8 ½"	Black 1/0

PREVIEW DOCUMENT ONLY  
The original document must be obtained for the Bid Submission

Appendix A / Specifications

Stock	Finishing
16pt cover C2S	Trim
40pt board white 2-sides	Create 18" circle die, die cut
7.2pt Polypropylene white vinyl	Supply and apply 2" D-tape to all 4 inside edges (top, bottom and both sides), roll to 2" diameter with all rolls having the D-tape facing in, wrap each roll with a piece of paper and secure with tape
40pt board white 2-sides	Create die, die cut -- Simple die – rectangle with rounded "feet" at bottom
10pt Tango C2S	Die-score 2" from top, trim, bundle in sets by language
10pt Tango C2S	Trim, bundle in sets by language
10pt Tango C2S	Trim, bundle in sets by language
3/16" Foamcore	Trim
8mil Backlit Polyester	Trim
16pt cover C2S	Trim
200# E-Flute Corrugate C2S, Grain Long200# E-Flute Corrugate C2S, Grain Long	Fold and glue 2.5" turnovers at top and bottom, glue two panels together to form full unit, affix 1" wide foam tape along the 31"way fold but do not glue and pack flat in corrugate cut out wraps for shipment to stores
	Fold and glue 2.5" turnovers at top and bottom, affix 1" wide foam tape along the 30" way (for store assembly; do not peel / secure etc.), fold but do not glue and pack flat in corrugate cut out wraps for shipment to stores
24pt board, white 2 sides	Trim
24pt board, white 2 sides	Create die, die cut/die score, foam tape glue flap to end, pack flat. NOT to be die creased in-line. Must be die scored off-line, to avoid cracking
200# E-Flute Corrugate C2S, Grain Long	Create die, die cut/die score, foam tape glue flap to end, pack flat.
3/16" Foamcore	Trim

10pt cover, C2S	Trim
7.2pt Polypropylene white vinyl	Trim, roll and band
7.2pt Polypropylene white vinyl	Trim, roll and band
20lb bond	none
Creator 60 lb Gloss text FSC	pad in 50s on 25pt chip, trim, -- affix 2" strip of 1/2" D-tape to back of chip
Crack N Peel 0630 60lb Uncoated Litho ORANGE	Trim

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