



Ad Layout Guidelines for Advertising

Effective 09/2017

AD FILES

Preferred design:

Build and save ad creative in Adobe InDesign CC 2017 or prior version

- Build to 100% size of approved ad space
- Package and supply all linked images, logos, and fonts
- Images used in creative should be print quality, 300 dpi resolution
- Include InDesign Markup (IDML) file
- PDF proof of ad should be included

Alternate design:

Build and save ad creative in Adobe Illustrator CC 2017 or prior version

- Build to 100% size of approved ad space
- Save in AI file format
- Supply all fonts or convert all fonts to outlines
- Supply any linked images or embed
- Images used in creative should be print quality, 300 dpi resolution
- PDF proof of ad should be included

AD LAYOUT SIZES

CIRCULAR (SINGLE PAGE)

Page size: 10.5" (w) x 10.5" (h)

Image area: 10" (w) x 10" (h)

CIRCULAR (HALF WRAP - 4 PGS.)

Page size: 10.5" (w) x 5" (h)

Image area: 10" (w) x 4.5" (h)

Circular ad block sizes vary by page and the layout of the specific page, therefore these sizes are only intended for general sizing. Build the creative to an estimated approximate size when exact dimensions are unknown. With all the collected components (design file, images, logos, fonts) supplied the creative can be re-sized to fit as needed.

DIRECT MAILER (TWO SIDED)

Page size: 8.5" (w) x 11" (h)

Image area: 8" (w) x 10.5" (h)

SENDING FILES

- Specify the ad date for which the files are being supplied
- Provide PDF proof of ad
- Files can be uploaded to our ftp site: <http://www.riteaidadvertising.com/ftp.html>
IMPORTANT: Please notify by e-mail when files have been uploaded:
ccasner@riteaid.com
- Files may also be supplied via alternate trusted file transfer services