

# PureRED®

**Updated 9/11/18**

Guidelines for Submitting Product Images and/or Samples for



## **1) Sending Product Images:**

Image requirements:

- Images must arrive identified with a Rite Aid item # or UPC code
- Images should be print quality & preferably layered or on a white background
- Image size 1200 pixels or larger, with a resolution of 300 pixels/inch
- File format can be PSD, TIFF, EPS, PNG, or JPG (max quality)
- RGB Color Mode -Adobe RGB 1998
- Images may be emailed to Cory Casner at **NEW email** address: [cory.casner@purered.net](mailto:cory.casner@purered.net)

## **2) Sending Product Samples:**

Sample requirements:

- Please send retail quality samples with a scan ready UPC code
- Ad date and Rite Aid item # should be included on the product shipping label (attached) for identification purposes
- Mock-up samples should simulate the actual retail product
- Products should be packaged in an appropriate manner to eliminate shipping related damages

Samples to be sent to a **NEW** address:

PureRED  
C/o Rite Aid Photography  
2038 Weems Rd.  
Tucker, GA 30084  
Attention: Jennifer Myers

Questions or concerns:

Please email Cory Casner at **NEW email** address: [cory.casner@purered.net](mailto:cory.casner@purered.net)  
or call (717) 761-2633 x 4360



To: **PureRED**

2038 Weems Road  
Tucker, GA 30084

AD Date: \_\_\_\_\_  
Manufacturer: \_\_\_\_\_  
RiteAid #: \_\_\_\_\_  
Contact/Phone: \_\_\_\_\_  
Attn: Jennifer Myers    Box \_\_\_\_\_ of \_\_\_\_\_



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