

**BOXTOPPER:** 5.75" X 8.75" - final trim size - represented here by the dark green line. Page size of layout file should be the trim size of piece. NOTE: File may be created at a trim size of 6' x 9" if a) the design does not bleed or b) the design has common bleed. See BLEED section below.

**GENERAL:** 4 color process. Convert all RGB, Pantone/Spot colors to CMYK. All raster art should be 300 ppi (dpi). All (Illustrator/InDesign) transparency should be flattened. All fonts embedded or converted to outlines. Layout in standard design programs such as Quark, Illustrator, InDesign. Microsoft Word & Publisher are unreliable - check with design department if using these programs.

**PREFERRED FINAL FILE FORMAT:** High Resolution CMYK PDF with fonts embedded or converted to outlines - Acrobat (7.0 - PDF 1.6) or less - generated from one of the standard design programs. PDF boundary should be the bleed size of the piece (this pdf boundary is bleed size), or the trim size if the design does not bleed. No marks (trims, bleeds, bullets) are necessary. If they are used, make sure the file is centered. TIFF, EPS also accepted - same boundary rules apply. Live application files are least preferred - check with design department before sending live files.

Safe Zone Edge ►  
Trim Edge ►  
Bleed Edge ►

### FRONT DESIGN INFO:

**BLEED AREA:** 1/8" bleed on designs that bleed - represented here by medium green. On designs that have color, art, etc. that extend to within 1/8" of the trim line, that color /art must actually extend (bleed) past the trim by 1/8". The purpose is to ensure color to the trim edge. The bleed will be cut off during the trimming process. One of the most common design errors we encounter are files that need bleed but have none. **PARTIAL BLEED:** files that have elements that bleed on less than 4 sides. The final file boundary will still include the bleed area all around the piece. This boxtopper is an example of partial bleed because the area at the top (reserved for the Stick-It Info) does not have bleed. **COMMON BLEED:** This is where the bleed is not an image with varying tints but a solid color that has the same color build all around the piece. If you require the 6" x 9" boxtopper, your file must have either no bleed or this type of bleed.

**SAFE ZONE:** Represented here by light green. Regardless of whether or not a design has bleed, all critical content in the design (type, important art elements such as logos, etc.) should be kept in the safe zone, which is 1/4" inside the trim. Another common design flaw we encounter is critical content too close to the trim.

**NON-DESIGN STICK-IT AREA:** .75" X 5.75. This area, above the green, is reserved for Stick-It information. We believe this is helpful in informing the consumer that this piece has the Stick-It adhesive on back. Because it has been proven that the use of Stick-It improves consumer retention, we strongly suggest that you keep this information at the top of your boxtopper, especially when introducing this type of print piece to a market area.

**SUGGESTIONS FOR COUPONS & PERSONALIZATION:** If you are including a number of coupons, we suggest that you do not have common clipping lines on at least one side of the coupon as common clipping lines can cause one or more of the coupons to become separated from the piece before they are all clipped for use. One way we solve this is to leave a strip between the coupons. We choose to do this vertically on our designs because it is the most space efficient method and allows each coupon to be clipped independently. See the next page for an example. When personalizing for your location, we also suggest you keep in mind that you want this information to stay with the piece as coupons are clipped.

If you have any questions or need clarification, please call our design department at A'DEAS (316-269-2494) or (866-778-4254) or email questions to [mac@adeasprinting.com](mailto:mac@adeasprinting.com)

Example of an 8 coupon layout using the strip between coupons.

Keep personalization info above the coupons.

← .75" →

This center section is useful for credit card or disclaimer / trademark info. We suggest at least a 3/4" wide strip if using one.



**Employee:**  
Remove top half of liner  
and Stick-It™ to box.



**Customer:**  
Remove remaining  
liner to reveal  
additional sticky area.



Remove liner to  
reveal additional  
sticky area.



Stick to surface -  
refrigerator, cabinet, etc.

Apply Stick-It™ only to metal, glass or plastic surfaces.  
Not responsible for damage which may result on other surfaces.



Keep offers  
close at hand.

## BACK DESIGN INFO:

**NON-DESIGN STICK-IT AREA:** The top 2.75" of the boxtopper, above the green, is reserved for Stick-It information. We believe this is helpful in informing the consumer about how to use the Stick-It piece. Because it has been proven that the use of Stick-It improves consumer retention, we strongly suggest that you keep this information at the top of your boxtopper, especially when introducing this type of print piece to a market area.

The rest of the boxtopper back has the same design rules as the front regarding bleed and safe zone information. Please note that if the front does not bleed, the back should not bleed.

Also, our standard pricing is for a 1/c (black) back. You may use solid black and half tones for this area. If you desire a color back, speak with your customer representative regarding cost.

**SUGGESTIONS FOR BACK:** Keep in mind that if you place coupons on the front, the reverse of those areas may be used for disclaimer information if you wish to maximize the area for the coupon offer. We suggest that you do not place dotted rules around coupons on both the front and the back as any error in placement is obvious. Instead, perhaps just a 10% shade or similar on the back to define the space.

If the back is used for copy (such as a menu), it should be rotated 180° so the boxtopper can remain attached to the surface while the menu is read.