



SUPERFRIDGE

IN-STORE OPPORTUNITIES

Poster and Riser Card Creative Guidelines

The advertising surrounding Superfridge units is one of the most critical factors in capturing consumer attention during your brand's Superfridge event. Effective, visually compelling posters and riser cards can significantly boost consumer engagement and drive sales.

Poster Guidelines

Superfridge posters surround the unit and offer the largest advertising space in the supermarket, designed to attract shoppers from 30–40 feet away. To maximize their impact:

- **Keep It Simple:** Ensure your design is visually clear and straightforward. Test the layout by viewing it at its final size from a distance. Choose type sizes and styles that are easy to read and focus on one dominant visual element to grab attention.
- **Highlight Your Brand:** Your logo or a strong brand image should be the focal point. While the product itself is important, Superfridge's unique placement means consumers don't need to seek out the product—it's right in front of them. Prioritize brand recognition over intricate product details.
 - Note: If your poster or riser card includes a specific product variety, ensure it is available in all participating retail locations. Retailers may reject ads featuring products not carried in their stores.
- **Use Appetite Appeal:** Imagery that stimulates appetite is highly effective in triggering impulse purchases.
- **Make New Products Stand Out:** If your product is new, make sure that information is prominent and eye-catching.
- **Use Colors Wisely:** High contrast colors improve readability and draw attention. Remember that white is an effective color for creating contrast and highlighting other elements.
- **Complete the Message:** While your design should be visually arresting, it also needs to be compelling. Include clear "reasons why" a consumer should buy the product and a strong "call to action." Remember, a Superfridge poster isn't just decoration—it's an advertisement that needs to persuade.
- **Maximize Impact with Add-Ons:** Consider adding a tear pad or dangler to further engage shoppers and reinforce your message.



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Riser Card Guidelines

Riser cards are mounted horizontally on top of the Superfridge unit to extend or reinforce the messaging on the posters. They offer additional space to:

- **Complement the Poster:** Use the riser card to provide extra details that complement the main poster. This might include benefits, usage occasions, or suggestions for additional varieties located elsewhere in the store. Avoid simply repeating the poster's content.
- **Enhance the Message:** You can use the riser card to tie into ongoing brand campaigns or recall previous messages, helping to reinforce brand awareness and encourage purchase.
- **Customization:** Riser cards can be die-cut to feature specific elements, making them even more eye-catching and unique.

Poster & Riser Card Creative Specifications

Poster Specifications:

- **Dimensions:** 25 inches wide x 19 7/8 inches high.
- **Live Text/Image Area:** 23 1/4 inches wide x 18 1/8 inches high. Leave a 7/8" margin around all edges free from text/images to account for the frame. Color may bleed to edges.
- **Color and Stock:** 4-color process + Overall Gloss AQ on 100# gloss text stock.

Riser Card Specifications:

- **Dimensions:** 18 1/2 inches wide x 7 1/2 inches high.
- **Live Text/Image Area:** 17 1/2 inches wide x 7 1/4 inches high, centered on the card. Include a 0.125" color bleed from all edges.
- **Color and Stock:** 4-color FGAQ on 24-point stock C1S.

Submission Requirements for Downloadable PDF:

- **File Types and Specifications:**
 - Provide electronic files in Adobe Illustrator or InDesign formats. InDesign files are preferred. Submit a print-ready PDF and a scaled-down PDF version of the finished poster and riser in color.
 - All images included should be high-resolution (300 DPI or better) in TIFF or EPS file formats.
 - Include all fonts used (both printer and screen fonts).
 - Designs should be created in a 4-color CMYK process, and all colors must be indicated correctly for process and PMS (Pantone Matching System).
- **Content Restrictions:**
 - No mention of sales, featured activities, or any pricing information is allowed in SUPERFRIDGE advertising.

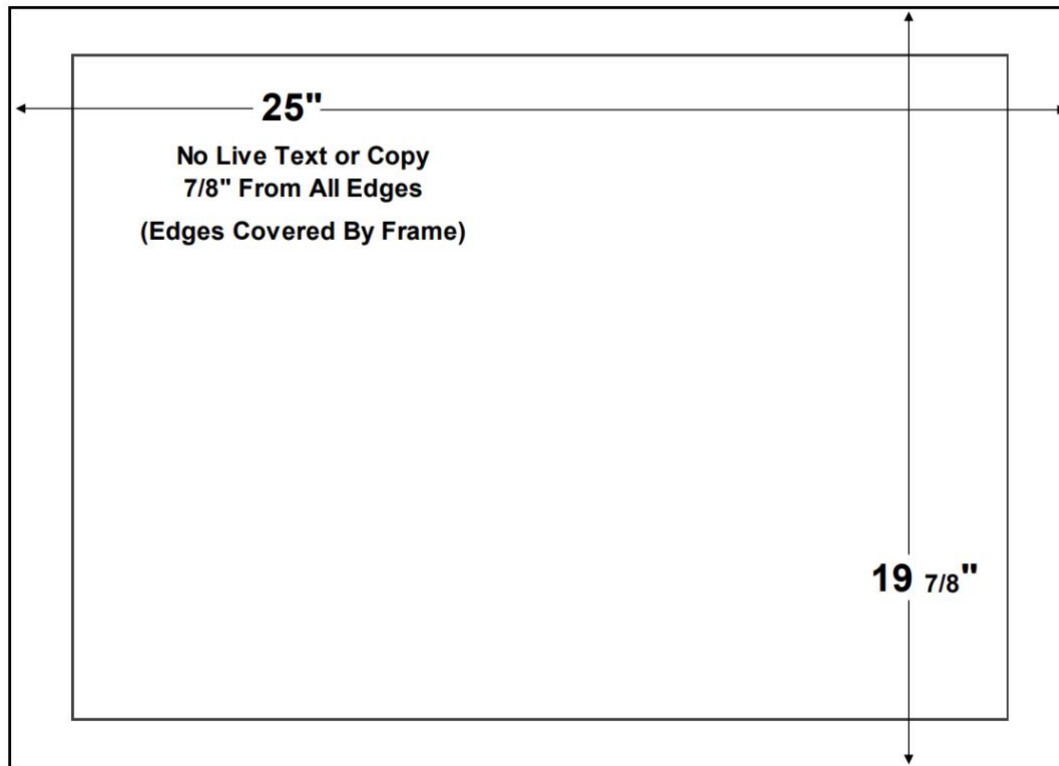


SUPERFRIDGE

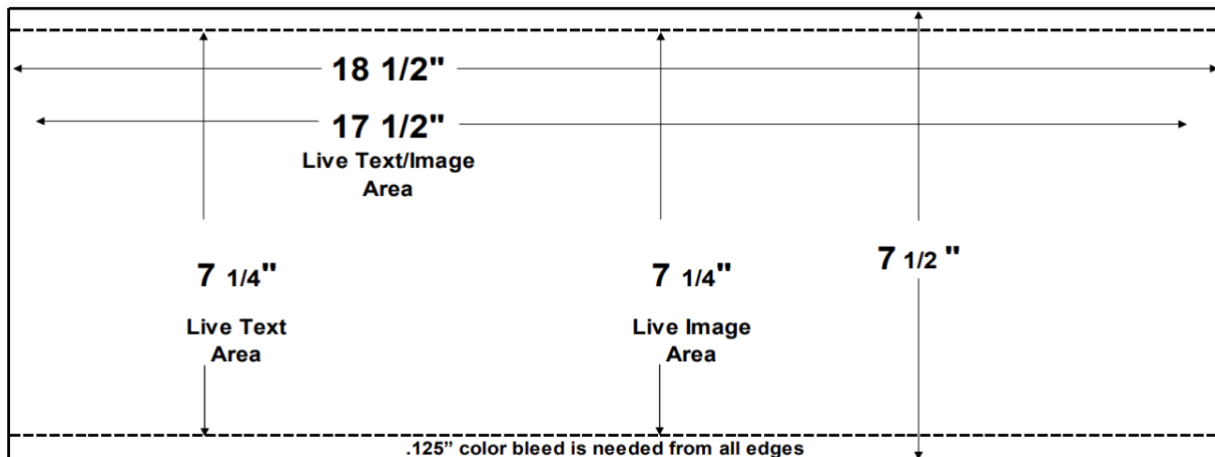
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Poster & Riser Card Diagrams

POSTER DIAGRAM



RISER CARD DIAGRAM





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IN-STORE OPPORTUNITIES

Creative Upload Instructions

- **File Upload Instructions:**

- An initial username and password setup must be requested before uploading creative to Allied Printing Services FTP site. Provide Superfridge with the company name, username, and email address of the contact uploading the creative.
- For setup requests, please email Superfridge Contact: dawn.fillion@superfridge.com
- If you already have a password, visit vault.alliedprinting.com to login and transfer files.
- To upload, follow these steps:
 - Go to File Transfer under the Superfridge tab at Allied.
 - Create a New Folder and name it with Client, Brand Name, and Year.
 - Click on the created folder, then upload the creative files.
 - For Windows PC users, follow the PC link to use a Java-based FTP client for uploading.
 - For Mac users, use the provided IP address in an FTP client software such as Fetch or Cyberduck.

- **Note:**

- User access expires after 90 days of inactivity.

For any additional details, contact your Superfridge Sales Representative.