TEMPLATE @ 1/2 SIZETotal Graphic Area: 205"w X 93.5"h

Total Visual Area: 201"w X 89.5"h
(Front Visual Area: 177"w X 89.5"h)
(Endcap Visual Area: 12"w X 89.5"h)

any critical elements (text, logos, etc.) within 2" of the edge.

General Art Guidelines:

- CMYK Color Mode
- All Solid Coated Pantone colors should be called out in the art as spot colors
- Embed all images and support files
- Resolution must be 200-240 ppi @ 1/2 size, 100-120ppi @ 100% size
- All fonts must be created to outlines
- Do not scale artboard
- Background color/images must bleed to the edge of artboard
- Do not use spot colors from template in your artwork as they will not print