

AD IMAGE SPECIFICATIONS

Advertising Creative for Dollar General Must Meet the Following Specs:

Source Format	1-bit Black & White BMP File
Image size or Max File Size	8.5 kb
Color mode	Monochrome (Black & White – No Grayscale/Halftone or Dithered Images)
Width and Height	Maximum: 400 W x 184 H pixels (approx. 2" x .9") Dimensions Must Be Divisible by 16 px across, and by 8 px vertically
Resolution	203 dpi
Total Ad Size in Height	2.5" max (not including barcode): image at 1" & text at 1.5" (11 lines of text = 1.5", see details below for text restrictions)
Suggested Manufacturer/Expiration/Legal Font and Font Size	Arial and Verdana; ≤ 6.5 pt (6.5 pt provides best quality at smallest pt size legible)
Coupon Barcode	Manufacturer must supply data string associated with one of the following barcode types: UPC-A, UPC-E, EAN-13, EAN-8, or Code 39.

DOLLAR GENERAL

DOLLAR GENERAL STORE# 6579
7077 BALTIMORE ANAPOLIS BLVD
GLEN BURNIE, MD 21061-2143
(410) 859-3055

1 1 GALLON MILK 3.49
123456
1 BOUNCE FS DRYER SHEETS 1.99
654321

SUBTOTAL 5.48
MD 5.0% 0.27
TOTAL 5.75
CASH 10.00
CHANGE 4.25

ITEMS 2
2014-7-16 15:27:37 12074 01



89098300207993992111091141976122193197

-----CUT HERE-----

Smart Brand

Your Targeted Ad Graphic
or Company Logo Here

Targeted message
or details
go in space below ad graphic.

EXPIRES XX/XX/XX

Include legal fine print, call to action, coupon redemption guidelines, restrictions, info on where to get more information, web address, copyright information or anything else pertaining to the offer.

-----CUT HERE-----

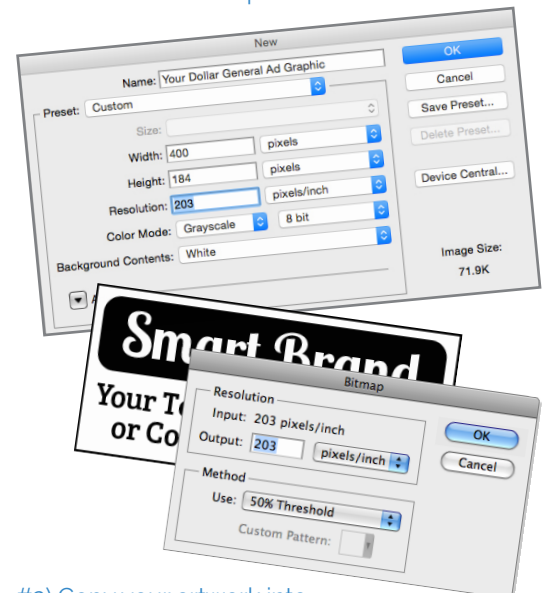
TEXT AND LEGAL DISCLAIMERS ARE:

- Programmed and printed natively, fonts are determined by the POS only
- Regular or double size print
- No more than 40 characters across for regular size print, including spaces
- No more than 20 characters across for double size print, including spaces
- No more than 11 lines of text, including extra returns used as spacers
- Standard ascii characters only, no extended characters such as "¢" or "©" symbols
- Unique Code Requirements: No more than 20 characters, characters must be alphanumeric, uppercase only, no spaces allowed

- MRG reserves the right to reject graphics and/or content that does not meet the above specifications. Ads are not final until approved by MRG and/or Dollar General.

Ads for new campaigns or mid-campaign changes should be submitted to MRG for testing and review according to the fourteen day lead time requirement

#1) Set up your Grayscale Photoshop Document to these specifications:



#2) Copy your artwork into document and then convert to a bitmap with the following specifications:



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**Your Targeted Ad Graphic
 or Company Logo Here**

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-----CUT HERE-----

No more than **20** characters,
 including spaces, of

DOUBLE SIZE TEXT

No more than **40** characters,
 including spaces, of

REGULAR SIZE TEXT

1" GRAPHIC IMAGE

**1.5" TEXT/
 11 LINES OF TEXT**

(Including extra returns
 used as spacers and a
 max of 3 lines of Double
 Size Text)

