

# AD SPEC SHEET



## AD IMAGE SPECIFICATIONS

Advertising Creative for Family Dollar Must Meet the Following Specs:

Source Format	1-bit Black & White BMP File
Image size or Max File Size	39 kb
Color mode	Monochrome (Black & White – No Grayscale)
Width and Height	Maximum: 507 W x 509 H pixels (approx. 2.5" x 2.5")
Resolution	203 dpi
Bit Depth	1-bit
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-8, EAN-13, Code128, Code39

## TECHNICAL SPECIFICATIONS

- Ads may not contain any color; do not use grayscale/halftone or dithered images, only black & white 1-bit bitmaps
- Avoid light weight fonts to ensure legibility
- Avoid serif fonts below 7pt
- When using condensed or narrow fonts, increase kerning
- **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 Family Dollar.**

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

# FAMILY DOLLAR

my family. my family dollar.  
STORE #6381 2616 SE 6TH AVE  
TOPEKA, KS. 785-233-2353

WISK LAUNDRY DETERGNT	
02200059335	4.99 T
HUGGIES DIAPERS	
034000000319	14.99 T
<b>SUBTOTAL</b>	<b>\$19.98</b>
<b>TAX1</b>	<b>\$1.00</b>
<b>TOTAL</b>	<b>\$20.98</b>
<b>CASH:</b>	<b>\$25.00</b>
<b>CHANGE:</b>	<b>\$4.02</b>

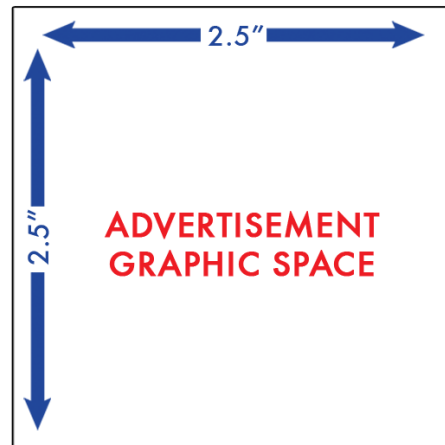


99063810258080146353

ITEMS 2  
04-13-2013 13:39:47 06381 02 684520 5808

Cash Check Debit Credit EBT Accepted  
Open Mon-Sat 9am-8pm Sunday 10am-7pm

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