



**IGA**  
**MEDIA**  
**CENTRE**

# SUCCESSFUL INDEPENDENT SUPPLIER & SPECS GUIDE

**GROCERY**  
Commercial in Confidence

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# 2023 SCHEDULE & SUBMISSION DATES

- Artwork supplied as a workable file (using the specifications outlined in this document) and must include a **print-ready 300dpi PDF**.
- Artwork & Booking Form to be sent together and received by the deadline dates above. **All late submissions will be moved to the next available edition.**
- Third-party media agencies: Do not to contact Metcash direct.



# FINISHED ARTWORK INSTRUCTIONS

Artwork **MUST** meet these specifications or revised artwork will be required:

## ALL FINISHED ARTWORK

- Maximum of 8 products per artwork page
- CMYK (no PMS colours)
- All text must be at least 5mm in from edge
- 6mm bleed included to **all sides** of the artwork
- 300dpi print-ready PDF
- Include packaged art file

## DO NOT INCLUDE:

- ✗ Crop marks or colour bars in PDF
- ✗ Product codes in the artwork
- ✗ Product descriptions in the artwork

## PACKAGED ARTWORK

Please supply layered files. **DO NOT** flatten layers & **DO NOT** outline fonts.

**Id** InDesign - CC2015/2020  
Supply both: .indd & .idml

**Ai** Illustrator - CC2015/2020  
Supply: .ai OR .eps

**Ps** Photoshop - CC2015/2020  
Supply: .psd with layers

## IMPORTANT

Include all Fonts and Links.

Packaged art files can be supplied to us via a secure web link (eg. WeTransfer, Hightail).

Please provide a **long expiry limit** to your download link so we can access your files.

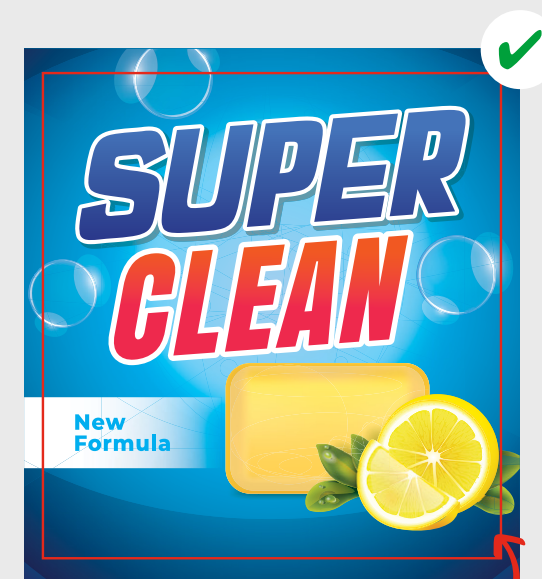
## INCORRECT EXAMPLE: 1 PRODUCT ADVERT

- ✗ Metcash codes and descriptions in artwork
- ✗ No bleed added to all sides



## CORRECT EXAMPLE: 1 PRODUCT ADVERT

- ✓ No Metcash codes and descriptions in artwork
- ✓ Correct artwork size
- ✓ 6mm bleed added to all sides



Indicates where bleed has been applied to the artwork. **DO NOT** add a box in your artwork to show correct art size.

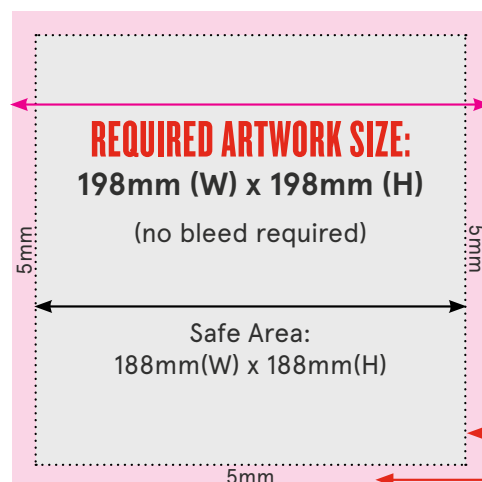


# FRONT COVER ARTWORK SPECIFICATIONS

## FINISHED ARTWORK

198mmW x 198mmH

- CMYK (no PMS colours)
- All text must be at least 5mm in from edge
- 300dpi print-ready PDF
- No crop marks or colour bars in PDF



## FINISHED EXAMPLE - FRONT COVER

### IF YOU ARE SUPPLYING FRONT COVER ARTWORK

Please supply an additional artwork file so that we can dedicate a page to you inside the magazine. (See pages 7-10 on sizing).

### EXAMPLE

Additional artwork was supplied, sized for 2 products, to compliment the Front Cover. (Page 7).



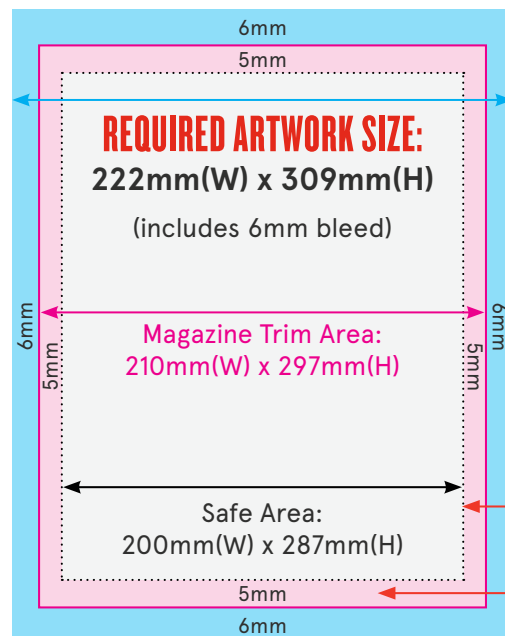
- ✓ Metcash has placed artwork at 198mmW x 198mmH
- ✓ Artwork does not exceed a maximum of 8 products
- ✓ All text at least 5mm in from edges of artwork
- ✓ No pricing/codes/descriptions were included in artwork

# BACK COVER / FULL PAGE ARTWORK SPECIFICATIONS

## FINISHED ARTWORK

**222mmW x 309mmH (Full Page)**

- CMYK (no PMS colours)
- All text must be at least 5mm in from edge
- 6mm bleed included to **all sides** of the artwork
- 300dpi print-ready PDF
- No crop marks or colour bars in PDF
- Include packaged art file (see page 4)



DO NOT add a 'box' around artwork to indicate safe area. Metcash will automatically crop your artwork to correct size.

DO NOT add text outside safe area.

## FINISHED EXAMPLE - BACK COVER/FULL PAGE

### IF YOU ARE SUPPLYING BACK COVER ARTWORK

Please supply an additional artwork file so that we can dedicate a page to you inside the magazine. (See pages 7-10 on sizing).

### EXAMPLE

Additional artwork was supplied, sized for 3 products, to compliment the Back Cover. (page 8)



- ✓ Metcash has cropped artwork to 210mmW x 297mmH
- ✓ Artwork does not exceed a maximum of 8 products
- ✓ All text at least 5mm in from edges of artwork
- ✓ No pricing/codes/descriptions were included in artwork

Full Page artwork can also be used in a Double Page combination. (See page 11).



# 1 - 2 PRODUCTS

## ARTWORK SPECIFICATIONS

### FINISHED ARTWORK

222mmW x 266mmH

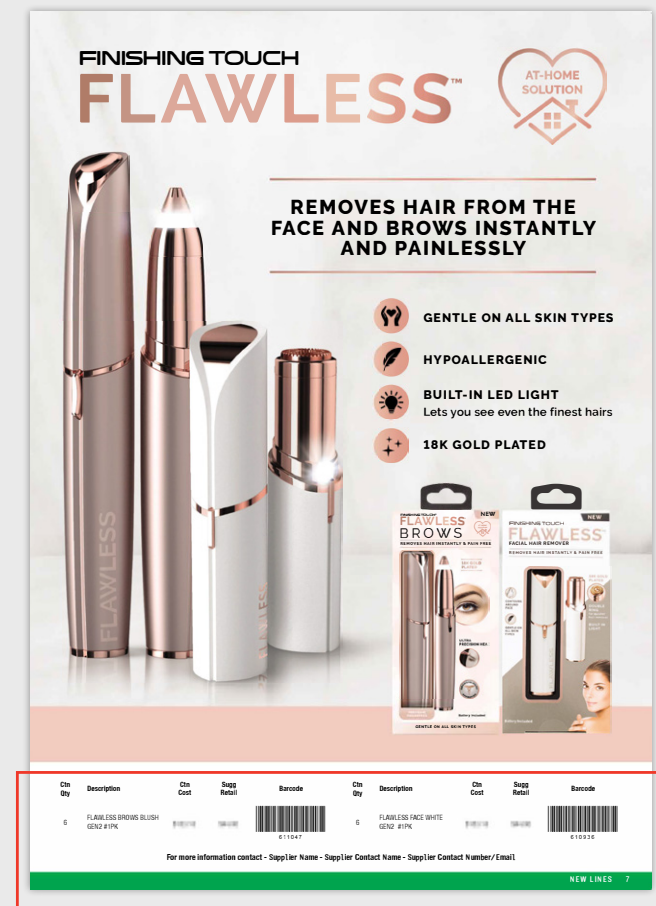
- CMYK (no PMS colours)
- Maximum of 2 products featured in artwork
- All text must be at least 5mm in from edge
- 6mm bleed included to **all sides** of the artwork
- 300dpi print-ready PDF
- No crop marks or colour bars in PDF
- Include packaged art file (see page 4)



- DO NOT add a 'box' around artwork to indicate safe area. Metcash will automatically crop your artwork to correct size.
- DO NOT add text outside safe area.

### FINISHED EXAMPLE - 2 PRODUCTS

- ✓ Metcash has cropped artwork to 210mmW x 254mmH
- ✓ Artwork features a maximum of 2 products
- ✓ All text at least 5mm in from edges of artwork
- ✓ No pricing/codes/descriptions were included in artwork



Do not add pricing or descriptions to the artwork. Metcash will add a panel underneath your artwork.

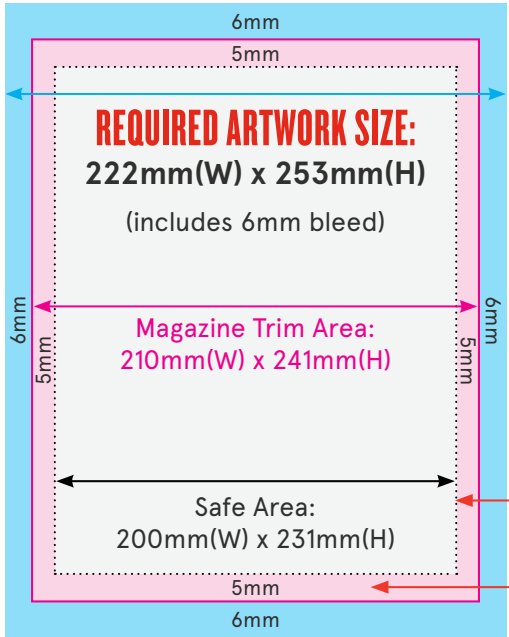
# 3 - 4 PRODUCTS

## ARTWORK SPECIFICATIONS

### FINISHED ARTWORK

222mmW x 253mmH

- CMYK (no PMS colours)
- Maximum of 4 products featured in artwork
- All text must be at least 5mm in from edge
- 6mm bleed included to **all sides** of the artwork
- 300dpi print-ready PDF
- No crop marks or colour bars in PDF
- Include packaged art file (see page 4)



- DO NOT add a 'box' around artwork to indicate safe area. Metcash will automatically crop your artwork to correct size.
- DO NOT add text outside safe area.

### FINISHED EXAMPLE - 4 PRODUCTS

- ✓ Metcash has cropped artwork to 210mmW x 241mmH
- ✓ Artwork features a maximum of 4 products
- ✓ All text at least 5mm in from edges of artwork
- ✓ No pricing/codes/descriptions were included in artwork



Do not add pricing or descriptions to the artwork. Metcash will add a panel underneath your artwork.



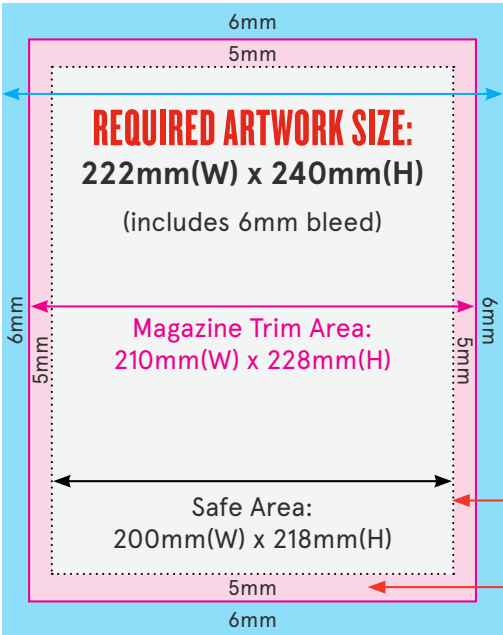
# 5 - 6 PRODUCTS

## ARTWORK SPECIFICATIONS

### FINISHED ARTWORK

222mmW x 240mmH

- CMYK (no PMS colours)
- Maximum of 6 products featured in artwork
- All text must be at least 5mm in from edge
- 6mm bleed included to **all sides** of the artwork
- 300dpi print-ready PDF
- No crop marks or colour bars in PDF
- Include packaged art file (see page 4)



- DO NOT add a 'box' around artwork to indicate safe area. Metcash will automatically crop your artwork to correct size.
- DO NOT add text outside safe area.

### FINISHED EXAMPLE - 6 PRODUCTS

- ✓ Metcash has cropped artwork to 210mmW x 228mmH
- ✓ Artwork features a maximum of 6 products
- ✓ All text at least 5mm in from edges of artwork
- ✓ No pricing/codes/descriptions were included in artwork

The finished example artwork for Kanguru products is displayed. It features a black background with the text 'CONSUMERS BACK KANGURU BECAUSE WE'RE BACKED BY NATURE.' and 'For the past 12 months Kanguru Health and Wellness beverages have driven growth in the Better for You category in independent grocery.' Below this, it states 'Our core botanicals support immunity, recovery, and natural energy. They contain zero sugar, are suitable for vegans and vegetarians and contain effective quantities of premium ingredients.' and 'Kanguru is a proven performer to drive incremental sales and profits.' The artwork shows three cans of Kanguru products: 'ENERGY BLEND', 'WELLNESS BLEND', and 'ENERGY BLEND'. A yellow circle indicates '4 PACKS AVAILABLE'. The website 'kanguru.com.au' is at the bottom. Below the artwork is a table with product details.

Ctn Qty	Description	Ctn Cost	Supp Retail	Barcode	Ctn Qty	Description	Ctn Cost	Supp Retail	Barcode
6	KANGURU DRINK BERRY POM 4000ML	14.40	17.95	200504	24	KANGURU DRINK BERRY POM 300ML	1.20	14.95	200425
6	KANGURU DRINK WELLNESS 4000ML	14.40	17.95	200756	24	KANGURU DRINK WELLNESS 300ML	1.20	14.95	200748
6	KANGURU DRINK NAT CITR 4000ML	14.40	17.95	200572	24	KANGURU DRINK NAT CITR 300ML	1.20	14.95	200453

For more information contact - Supplier Name - Supplier Contact Name - Supplier Contact Number/Email

10 - GROCERY

Do not add pricing or descriptions to the artwork. Metcash will add a panel underneath your artwork.

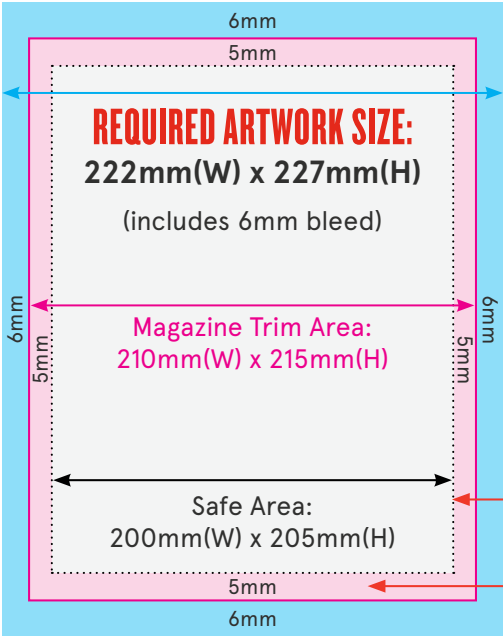
# 7 - 8 PRODUCTS

## ARTWORK SPECIFICATIONS

### FINISHED ARTWORK

222mmW x 227mmH

- CMYK (no PMS colours)
- Maximum of 8 products featured in artwork
- All text must be at least 5mm in from edge
- 6mm bleed included to **all sides** of the artwork
- 300dpi print-ready PDF
- No crop marks or colour bars in PDF
- Include packaged art file (see page 4)



- DO NOT add a 'box' around artwork to indicate safe area. Metcash will automatically crop your artwork to correct size.
- DO NOT add text outside safe area.

### FINISHED EXAMPLE - 8 PRODUCTS

- ✓ Metcash has cropped artwork to 210mmW x 215mmH
- ✓ Artwork features a maximum of 8 products
- ✓ All text at least 5mm in from edges of artwork
- ✓ No pricing/codes/descriptions were included in artwork



Do not add pricing or descriptions to the artwork. Metcash will add a panel underneath your artwork.



# DOUBLE PAGE ARTWORK SPECIFICATIONS



**DO NOT** add pricing or descriptions into the artwork. Metcash will add a panel underneath your artwork.

## FULL PAGE + ADDITIONAL PRODUCTS PAGE

### PLEASE SUPPLY

- 1x Full Page artwork file (see page 6)
- 1x Additional artwork file - right page
- 6mm bleed on both artwork files
- 2x 300dpi print-ready PDF's
- No crop marks or colour bars on PDF's

### ADDITIONAL REQUIREMENT

Please supply the packaged art file so Metcash can join art seamlessly.

#### Maximum of 8 products allowed.

See pages 7-10 on how to size your artwork file for the right-hand page.

SHOWCASE  
UP TO 8  
PRODUCTS

### FULL PAGE

### 5 PRODUCTS

Qty	Description	Unit	Price	Barcode	Qty	Description	Unit	Price	Barcode
4	POP POPS ORANGE TANGY	6x250mL	\$0.15	[Barcode]	4	POP POPS LIME SWEET	6x250mL	\$0.15	[Barcode]
4	POP POPS LIME SWEET	6x250mL	\$0.15	[Barcode]	4	POP POPS LIME SWEET	6x250mL	\$0.15	[Barcode]
4	POP POPS LIME SWEET	6x250mL	\$0.15	[Barcode]	4	POP POPS LIME SWEET	6x250mL	\$0.15	[Barcode]

## RANGE PRODUCTS OVER 2 PAGES

### PLEASE SUPPLY

- 2x Artwork files
- 6mm bleed on both artwork files
- 2x 300dpi print-ready PDF's
- No crop marks or colour bars on PDF's

You can supply any combination over the 2 pages, but please do not send artwork that exceeds 8 products per page, as our panel can only fit 8 products per page.

See pages 7-10 on how to size your artwork files correctly.

### FEATURE 16 PRODUCTS

Please supply 2 artwork pages that have been sized for 8 products on each page.

(See page 10 for artwork sizing).

SHOWCASE  
UP TO 16  
PRODUCTS

### 2 PRODUCTS

GREAT VALUE INSTANT COFFEE FOR YOUR SHOPPERS

### 6 PRODUCTS

HAVE YOU GOT THE FULL RANGE IN YOUR STORE?

Qty	Description	Unit	Price	Barcode	Qty	Description	Unit	Price	Barcode
4	ROBERT TIMMS NO.1 ROAST & GROUND	250g	\$0.15	[Barcode]	4	ROBERT TIMMS NO.1 ROAST & GROUND	250g	\$0.15	[Barcode]
4	ROBERT TIMMS NO.1 ROAST & GROUND	250g	\$0.15	[Barcode]	4	ROBERT TIMMS NO.1 ROAST & GROUND	250g	\$0.15	[Barcode]
4	ROBERT TIMMS NO.1 ROAST & GROUND	250g	\$0.15	[Barcode]	4	ROBERT TIMMS NO.1 ROAST & GROUND	250g	\$0.15	[Barcode]



**LET'S TALK!**

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Or, visit us at:

[igamediacentre.com.au](http://igamediacentre.com.au)

