

# Ads on Laiterie de l'Outaouais Milk Containers

## Technical Specs

### Format

#### 2 l Plastic Bottle

The ad must fit in the virtual zone (non-delineated) that is 35 mm (1.375") wide by 51 mm (2") high. A single margin is permitted to the right of this zone.

#### 4 l Bag

The ad must be laid out using the prescribed dieline. There is ad space both on the front and the back of the bag. If front and back ads are different, we ask you clearly identify which goes where.

### Colours

Laiterie de l'Outaouais containers are all printed in spot colours. Any colour used that is not in the particular container's colour palette will be subject to an extra fee. Please note that bags are printed in flexography and, thus, the register between colours that abut each other or overlap may lack in precision.

#### Skim Milk Colours

• black, PMS 376 C, PMS Process Cyan C, PMS 320 C



#### 1% Milk Colours

• black, PMS 376 C, PMS Process Cyan C, PMS 520 C



#### 2% Milk Colours

• black, PMS 376 C, PMS Process Cyan C, PMS 2925 C



#### 3.25% Milk Colours

• black, PMS 376 C, PMS Process Cyan C, PMS 214 C



#### Chocolate Milk Colours

• black, PMS 4625 C, PMS 161 C



### Files

Ads must be provided in an Illustrator CS6, CS5 or CS4 format.

Fonts must be in vector form (converted to curves).

The file must be accompanied by a low-resolution PDF for verification purposes.

