



Edward Bendanillo
Advertising Production

Date: October 31, 2016

Valued CVS Supplier,

We are pleased to provide you with updated artwork submission guidelines for our 2017 advertising program. We ask that you carefully note the schedule for submitting artwork. In order to ensure that we are able to process and place your artwork, it is critically important that your submissions arrive before the listed deadlines.

Should you have any questions relating to the artwork submission process, please contact Edward Bendanillo at Edward.Bendanillo@CVSHealth.com or 401-770-4096.

For creative and design questions, please contact Terry Sullivan at Terrence.Sullivan@CVSHealth.com or 401-770-8590.

We remain committed to working with you to ensure that your ad space meets your objectives.

Thank you for your continued cooperation.

Thanks again,

Edward Bendanillo

2017 CVS Circular Program Ad Specifications



The following specifications apply to **ALL** submissions.

What we need from you...

- 1. You **MUST** include the following with **ALL** vendor art submissions.**
Ad date that the layout is running, a contact name, phone number and email address.
- 2. Layout files**
All layouts **MUST** be in **INDESIGN CS4**, if you are running CS5 or higher, please export the document as an idml file so we can open it.
WE DO NOT accept jpegs, powerpoint, pdfs or QuarkXpress files, Illustrator or layered Photoshop files for layout purposes.
- 3. Product Shots**
ALL product images must reference the CVS 6 digit item number attached. The list of item numbers **MUST** be on the document/layout. The product images must be at least **5** inches (if it's a featured item/model **7** inches tall) with a resolution of 300dpi. We accept jpg, tif, eps and psd formats. (this size does **NOT** include background of the image).
- 4. Logos**
All logos **MUST** be provided in an Illustrator format. We reserve the right to refuse logos in Photoshop.
- 5. Fonts**
All fonts used in the layout (including graphics) must be included.
NO type can be below **8 pt.**
- 6. PDF of Finished Layout**
We do not need a print out of the layout.

How to send it...

1. Upload the artwork to our FTP site, that is our preferred way to receive art. When the art is uploaded to our site, it is **IMPERATIVE** that you send an email with the notification to:
Lori.McDermott@CVSCaremark.com

The files are deleted after 5 days.

If we are not notified, the files will be deleted.

If you have your own site, that is acceptable also. Due to firewall restrictions we can **NOT** get files from 3rd party sites like YouSend it.

Access Information:

<https://dropbox.cvsstyleguide.com/>

Create a username based on your Product line as this will be the name of your folder. (Revlon, Almay and so on) The password is at your discretion. You will receive an email when the account is approved. This does take some time. On the email click the link, resubmit your username/password. Your account will then be able to accept uploads. Once the upload is **COMPLETED**, send an email to Lori.McDermott@CVSHealth.com to let me know that it is available. Also include the name of the **FOLDER** it was uploaded to. Though you only see your folder, there are almost 2,000 folders.

NOTE: Please only use the browser Safari. We have noted issues if this particular browser is not used.

2017 CVS Circular Program Ad Specifications



The block sizes are estimates. (not to size)

Snipes 9" by .75

Single Block
1.8" x 2"

Double Block
1.8" x 4"

Quarter Page
3.6" x 4"

WE DO NOT accept layouts for single blocks. You may however submit the six digit CVS sku number you wish to show.

These are estimates as our ads do vary in size. Please only send one layout. Our creative will adjust as necessary.

Half Page
9" x 4.2"

2017 CVS/pharmacy Circular Program

Ad Date	<i>Art Deadline</i>
1/1	10/11/16
1/8	10/18/16
1/15	10/25/16
1/22	11/1/16
1/29	11/8/16
2/5	11/15/16
2/12	11/22/16
2/19	11/29/16
2/26	12/6/16
3/5	12/13/16
3/12	12/20/16
3/19	12/27/16
3/26	1/3/17
4/2	1/10/17
4/9	1/17/17
4/16	1/24/17
4/23	1/31/17
4/30	2/7/17
5/7	2/14/17
5/14	2/21/17
5/21	2/28/17
5/28	3/7/17
6/4	3/14/17
6/11	3/21/17
6/18	3/28/17
6/25	4/4/17

Ad Date	<i>Art Deadline</i>
7/2	4/11/17
7/9	4/18/17
7/16	4/25/17
7/23	5/2/17
7/30	5/9/17
8/6	5/16/17
8/13	5/23/17
8/20	5/30/17
8/27	6/6/17
9/3	6/13/17
9/10	6/20/17
9/17	6/27/17
9/24	7/4/17
10/1	7/11/17
10/8	7/18/17
10/15	7/25/17
10/22	8/1/17
10/29	8/8/17
11/5	8/15/17
11/12	8/22/17
11/19	8/29/17
11/26	9/5/17
12/3	9/12/17
12/10	9/19/17
12/17	9/26/17
12/24	10/3/17

Contacts: Advertising Production
Edward Bendanillo
Edward.Bendanillo@CVSHealth.com
401-770-4096

Circular Creative
Terry Sullivan
Terrence.Sullivan@CVSHealth.com
401-770-8590