

Healthcare Packaging

Playbook Profile Guidelines & Ad Specs

Congratulations! Thanks for being a Healthcare Packaging playbook sponsor. As part of your sponsorship, you receive a two-page profile. To keep the price as low as possible (which is the price we quoted you), we ask that you:

- Supply all content in a finished, ready-for-layout format
- Limit art elements to those in our template (see the pages that follow)
- Limit copy to 3,500 characters. Please avoid bulleted lists because they introduce uncertainty in the layout that can result in additional rounds of changes at additional charge.

Please note, we permit two rounds of corrections with a third and final approval round (with no changes). *We recommend that you take extra time to consolidate all your changes with each round, rather than finding new things on round 2 that you didn't notice on round 1.*

Please note, additional charges of \$175 per hour will be incurred for the following:

- Creation of any art elements from scratch (charts, graphs, custom images, etc.)
- Exceeding allotted number of rounds of corrections (\$500 per additional round)
- Re-submitting revised copy after it has already been laid out
- Designing pages that have more art elements than will fit in our standard template
- Copy that has to be edited to fit

2 photos - Approximately 2.5-in x 2.5-in at 300 dpi. Your images will be cropped to fit if not the correct size/dimension.

Company logo - Vector based Adobe Illustrator EPS file

Main company information - Company name, address, phone, and website URL.

Profile headline - Approximately 80 characters maximum.

Profile body copy - Approximately 3,500 characters total. Formatted in paragraphs only.

No spacing between paragraphs. No bulleted lists.

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PHARMACEUTICAL TRACK-AND-TRACE SERIALIZATION PLAYBOOK
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VENDOR SELECTION RESOURCE GUIDE
Company Name

Headline Will Go In This Area and Will Occupy A Maximum of Two Lines Worth of Space

Vendor supplied profile copy will go in this area here and be formatted in a two column configuration. The vendor profile will take up two entire pages within the playbook. In addition, the advertiser will also get two, half page ads within other sections of the playbook, as well as having a logo on a "sponsor page" near the front of the playbook.

Vendor supplied profile copy will go in this area here and be formatted in a two column configuration. The vendor profile will take up two entire pages within the playbook. In addition, the advertiser will also get two, half page ads within other sections of the playbook, as well as having a logo on a "sponsor page" near the front of the playbook.



Vendor supplied profile copy will go in this area here and be formatted in a two



Subheads look like this

The vendor profile will take up two entire pages within the playbook. In addition, the advertiser will also get two, half page ads within other sections of the playbook, as well as having a logo on a "sponsor page" near the front of the playbook.

COMPANY: Company Name • **ADDRESS:** 0000 N. Street Address, City, ST 00000
PHONE: (000) 600-0000 • **WEB:** www.webaddress.com

FORWARD PLAYBOOK
ADD COMMENT
RETURN TO CONTENTS

Profile Page 1

Key Company Contact information - Key contact name and title. Direct phone number for specific contact. City and State that contact is in. Direct email address for key contact. Photo / headshot of key contact person. Image should be approximately 1 inch x 1.5 inches at 300 dpi. Your image will be cropped to fit if not the correct size/dimension.

Profile Page 2

Key Serialization Contact box is in the lower right corner

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VENDOR SELECTION RESOURCE GUIDE
Company Name





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KEY SERIALIZATION CONTACT

Firstname Lastname, Job Title
PHONE: (000) 000-0000 • **LOCATION:** City, ST
EMAIL: name@email.com

COMPANY: Company Name • **ADDRESS:** 0000 N. Street Address, City, ST 00000
PHONE: (000) 600-0000 • **WEB:** www.webaddress.com

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Playbook header

Healthcare Packaging

5.5" (W)

Advertising Specifications

1/2 PAGE DIGITAL AD*

Size: 5.5"(W) x 7.5"(H)

Color mode: RGB

Resolution: 100 dpi for rasterized images

Logos and text: Vector/font based

Maximum file size: 500kb

Format: PDF (High Quality)

* In order to keep file sizes as manageable as possible for download purposes, adherence to the specifications above are of utmost importance. Vector/font based logos and text are recommended to guarantee a quality appearance. This ad specification page was created following the technical requirements above.

7.5" (H)

Ad Page

Ad is displayed on the left side of the page below.

Detailed ad specs are provided to the left.

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A BREAKTHROUGH CODER FOR PHARMACEUTICAL PACKAGING

Size. Simplicity. Serialization.



Wolke's NEW TIJ coder gives you peace of mind in many ways. Its compact size allows for easy integration into your packaging line.

Designed to increase productivity and to eliminate errors, the icon-based, graphical interface enables both simple menu navigation and quick verification of coder status. Code content can be programmed offline or edited on the coder itself.

Ideal for date and lot coding or more complex DataMatrix and serialization applications, the Wolke m600 touch is designed to meet your most demanding coding needs.

WATCH A VIDEO DEMO

GTIN 03453120000011
EXP 09-25-15
LOT ABCD1234

continued

Nine coding/marking considerations for serialization

resolution. For example, 600x600 codes may limit line speeds to 100 fpm; 300x600 codes may allow a line speed of 200 fpm. Finally, always factor maintenance of the coding system into your decision, as it could have an impact on downtime.

6. Vibration on the line can impact printing (and scanning). When choosing conveyor components for the transport of bottles across areas of the production line where coding takes place, be on the lookout for potential vibration.

7. Consider cost and maintenance when selecting a coding system. Ask about systems that prevent clogging of nozzles, cleaning off the head, etc.

8. Pick your data carriers. While pilots with RFID were popular four to five years ago, the price of the tags never came down to make this data carrier take off at the item level. Many companies are standardizing on 2D DataMatrix codes at the item and case level, and 1D codes at the pallet level.

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