

BEVERAGE ALCOHOL  
**SUPPLIER SIGNAGE  
GUIDE**

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FISCAL YEAR 2024





## **NSLC BEVERAGE ALCOHOL SUPPLIER SIGNAGE GUIDE**

The NSLC is standardizing the process for receiving and approving all supplier-provided in-store assets, including standard signage and retail-tainment pieces.

The use of supplier assets in NSLC retail locations will be at NSLC's discretion and must be approved and supplied by the marketing deadlines indicated.

All proposed in-store retail-tainment programs and supporting creative must be applied for and approved by the NSLC.

## SUPPLIER SIGNAGE APPLICATION PROCESS

1. Suppliers must apply for all promotional opportunities and activities through the NSLC promo application process located under the *Program Information & Applications* tab of **myNSLC.com/trademynslc**.
  - ✓ Any proposed tactics and creative should be included as part of the application.
2. An NSLC Promotions team member will inform successful and unsuccessful applicants.
  - ✓ Suppliers with successful applications will be requested to provide a participation confirmation of signage piece(s).
3. Suppliers to send proposed creative assets to **Signage@myNSLC.com** for review and approval after programs and associated offers are formally approved by the Promotions team. Marketing deadlines indicated below.
  - ✗ If proposed creative assets are not received by the deadline, the NSLC will assume you are not participating in the period programming.
4. NSLC will review creative assets (5-10 business days) and provide any edits.
5. Suppliers to incorporate edits into signage design and share back to **Signage@myNSLC.com** for final approval by deadline outlined below.

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## SUPPLIER SIGNAGE DEADLINES: FY24

P1	P2	P3	P4	P5	P6	P7	P8	P9
30-Jan-23	13-Mar-23	17-Apr-23	22-May-23	3-Jul-23	7-Aug-23	18-Sep-23	6-Nov-23	18-Dec-23

**PLEASE NOTE:** All proposed supplier artwork, assets, images, or lifestyle photography must be submitted to **Signage@myNSLC.com** by the due date as indicated above.

**LATE SIGNAGE SUBMISSIONS WILL NOT BE ACCEPTED.**

## SIGNAGE SPECS AND CONTENT REQUIREMENTS

### 22" x 17" SIGNAGE

The standard sign that is placed on an end cap or floor stackout display.

#### CREATIVE REQUIREMENTS

- ✓ 22"W x 17"H
- ✓ Minimum 300dpi to meet print quality standards
- ✓ Ensure file type is acceptable
- ✓ PDF: Print-ready with crop marks

#### CONTENT REQUIREMENTS

- ✓ NSLC promotional period dates (dates in-market)
- ✓ Product SKU #
- ✓ Price Point (including discounts)
- ✓ Product and/or package size (e.g., 750ml, 473ml, 12x355ml, etc.)
- ✓ Image of product with correct size shown on signage (e.g. showing a 12-pack vs single can image for a 12-pack product)
- ✓ Adhere to **NSLC Responsible Advertising Standards**
- ✓ Contesting details\* see page 7



### SIGNAGE EXTENDER

Promotional signage that is attached to right hand side of 22" x 17" signage.

#### CREATIVE REQUIREMENTS

- ✓ 6"W x 17"H
- ✓ Minimum 300dpi to meet print quality standards
- ✓ Ensure file type is acceptable
- ✓ PDF: Print-ready with crop marks

#### CONTENT REQUIREMENTS

- ✓ NSLC promotional period dates (dates in-market)
- ✓ Product SKU #
- ✓ Price Point (including discounts)
- ✓ Product and/or package size (e.g., 750ml, 473ml, 12x355ml, etc.)
- ✓ Image of product with correct size shown on signage (e.g. showing a 12-pack vs single can image for a 12-pack product)
- ✓ Adhere to **NSLC Responsible Advertising Standards**
- ✓ Contesting details\* see page 7



## SIGNAGE SPECS AND CONTENT REQUIREMENTS

### LARGE SHELF TALKER

8.5" x 11" creative space that is inserted into a product stack out on the floor.

#### CREATIVE REQUIREMENTS

- ✓ 8.5"W x 14"H  
**NOTE:** leave 3" blank space at top, 8.5" x 11" usable space
- ✓ Minimum 300dpi to meet print quality standards
- ✓ Ensure file type is acceptable
- ✓ PDF: Print-ready with crop marks

#### CONTENT REQUIREMENTS

- ✓ NSLC promotional period dates (dates in-market)
- ✓ Product SKU #
- ✓ Price Point (including discounts)
- ✓ Product and/or package size (e.g. 750ml, 473ml, 12x355ml, etc.)
- ✓ Adhere to **NSLC Responsible Advertising Standards**
- ✓ Contesting details\* see page 7



### SHELF CARD/ SHELF TALKER

A mini sign placed with or over top of a bin tab to promote an additional offer, such as a contest or AIR MILES Scan & Win.

#### CREATIVE REQUIREMENTS

- ✓ 4.25"W x 4.25"H
- ✓ Minimum 300dpi to meet print quality standards
- ✓ Ensure file type is acceptable
- ✓ PDF: Print-ready with crop marks

#### CONTENT REQUIREMENTS

- ✓ NSLC promotional period dates (dates in-market)
- ✓ Product SKU #
- ✓ Price Point (including discounts)
- ✓ Product and/or package size (e.g., 750ml, 473ml, 12x355ml, etc.)
- ✓ Adhere to **NSLC Responsible Advertising Standards**
- ✓ Contesting details\* see page 7



## SIGNAGE SPECS AND CONTENT REQUIREMENTS

### NECK TAG

Neck tags provide an opportunity for suppliers to give information of value to the customer, such as tasting notes, recipe information, or contesting.

#### CREATIVE REQUIREMENTS

- ✓ 2.65"W x 2.65"H
- ✓ Minimum 300dpi to meet print quality standards
- ✓ Ensure file type is acceptable
- ✓ PDF: Print-ready with crop marks

#### CONTENT REQUIREMENTS

- ✓ NSLC promotional period dates (dates in-market)
- ✓ Adhere to **NSLC Responsible Advertising Standards**
- ✓ Contesting details\* see page 7



### DUMP BIN

A container used to hold and display non-liquor added value that cannot be displayed on participating product.

#### CREATIVE REQUIREMENTS

- ✓ Maximum size: 24"W x 60"H x 24"D

#### CONTENT REQUIREMENTS

- ✓ NSLC promotional period dates (dates in-market)
- ✓ Include what the free product is and how to retrieve it (e.g. free glass with purchase of 6x355ml)
- ✓ Adhere to **NSLC Responsible Advertising Standards**
- ✓ Contesting details\* see page 7



## CONTESTING SIGNAGE GUIDELINES

If your signage has been approved for contesting, please include the following details on your signage:

### CONTESTING REQUIREMENTS

- ✓ **URL to full contest details and rules + regulations**
- ✓ **Prizing details:** *What can customers win?*
- ✓ **Details on how a customer can enter:** e.g. “Scan pin inside to win!,” “QR code to enter”
- ✓ **All details of promotional offers (if relevant):** e.g. “Buy a 6x355ml of product X and a 473ml of product Y to receive 15 Bonus Air Miles!”

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## AIR MILES



AIR MILES.

### Running an AIR MILES® Scan & Win contest?

Please refer to our AIR MILES® Guidance document and forms.

Email [Signage@myNSLC.com](mailto:Signage@myNSLC.com) for details.

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## RESOURCES



**NSLC Logo Usage Guidelines**



**NSLC Advertisement and Giveaway Policy**



**FY24 Alcohol & Cannabis Programs Guide**

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## CONTACT THE NSLC

If you have questions regarding signage, please reach out to: [Signage@myNSLC.com](mailto:Signage@myNSLC.com)

*This inbox is monitored by our Marketing and Promotions team.*