

BEVERAGE ALCOHOL
**SUPPLIER SIGNAGE
GUIDE**

FISCAL YEAR 2025





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.

SUPPLIER SIGNAGE DEADLINES: FY25

P1	P2	P3	P4	P5	P6	P7	P8	P9
22-Jan-24	4-Mar-24	8-Apr-24	13-May-24	24-June-24	29-July-24	9-Sep-24	28-Oct-24	9-Dec-24

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

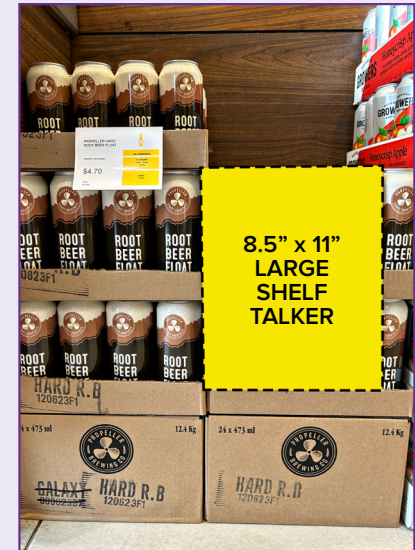
8.5" x 11" creative space that is inserted into a product stack out on the floor.

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!”

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 for details.

RESOURCES



NSLC Logo Usage Guidelines



NSLC Advertisement and Giveaway Policy



FY25 Alcohol & Cannabis Programs Guide

CONTACT THE NSLC

If you have questions regarding signage, please reach out to: Signage@myNSLC.com

This inbox is monitored by our Marketing and Promotions team.