



Ogilvy Public Relations Worldwide

**MEMORANDUM**

TO:  
FROM: Amy Fabbri  
DATE: August 10, 2006  
SUBJECT: Printer specifications for P.A.D. Stay in Circulation Stickers

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This CD-ROM contains a high-resolution print-ready PDF designed to be sent to either a commercial printer (2-color option) or a Quick-print shop (4-color option). The print production specs are as follows.

**P.A.D. Stay In Circulation Stickers  
2-color option for offset printing**

Size: 11" x 8.5"  
Ink: 2-color, PMS 2725 + black; light coverage, no bleeds  
Stock: 60# Matte Label Stock, crack-and-peel style  
Finish: Trim to crop marks to produce 9 stickers per sheet  
Art: Provided on disk; printer traps as needed

**P.A.D. Stay In Circulation Stickers  
4-color option for laser/quick print**

Size: 11" x 8.5"  
Ink: 4-color, 4-c process; light coverage, no bleeds  
Stock: 60# Matte Label Stock, crack-and-peel style  
Finish: Trim to crop marks to produce 9 stickers per sheet  
Art: Provided on disk; printer traps as needed

If you or your vendor have any questions, please contact me. I am more than happy to walk through these specifications via phone or e-mail.

My contact information is:

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