

SmartSource® Custom Options



CUTTING-EDGE
PRODUCTION
CAPABILITIES
GUARANTEED TO
MAKE YOUR ADS
STAND OUT

Looking to bring more excitement to your next campaign? Want a promotion that's bigger and better than ever before?

Our custom options, the most innovative and creative in the industry, give your brand's advertising extra impact. Whether you want to deliver samples, attach a product, or demonstrate a new scent, we have a way to meet your brand's special objectives.

Our production and new-product development teams can bring almost any request to life. Don't see what you're looking for? No problem! Many programs start as ideas or concepts from our clients. Let us work with you to make your vision a reality.

Is your big idea ready to go? Take action now and contact your News America Marketing account representative today!

**Got something to promote?
Make your offer big and bold
with a custom program
consumers won't forget!**



All custom in-store programs are pending retailer approval. In-store custom programs may require the purchase of multiple programs; consult your sales representative for more details. Custom products/programs may require feasibility evaluation. Certain restrictions may apply.

UV spot varnish was used on the cover of this brochure.

SmartSource Custom Options At A Glance

	Custom Shapes & Sizes	Custom Attachments	Tear Pads	Custom Scents	Electronic Options	Promotional Deliverables	Sampling	Print Technologies	Papers & Coatings
In-Store Advertising & Promotion									
Carts								★	★
Coupon Machine	Riser	★						Riser	Riser
Floortalk	★				★			★	★
Shelftalk Freezer Decal	★		★	★				★	
Showcase Freezer Decal	★	★	★	★				★	
Shelftalk/Shelftalk Banner	★	★	★	★	★	★	★	★	★
Shelfvision Video	Riser	★		Riser				Riser	Riser
Showcase	Riser	★	★	★	★	★	★	Riser	Riser
Shelftake One	Riser	★		★	★	★	★	★	★
Shelftake One Sampling Box	★	★	★	★	★	★	★	★	★
SmartSampling Shelf Display	★	★	★	★	★	★	★	★	★
SmartSampling Floor Display	★		★	★	★	★	★	★	★
Price Pop Guaranteed	Riser								
Home-Delivered Advertising & Promotion									
Magazine		★		★		★		★	
Coupon Saver				★		★		★	★
Custom Inserts	★	★		★		★	★	★	★
Polybag & Door Hangers	★	★		★		★	★	★	★
Loyalty-Card Direct Mail	★	★		★		★	★	★	★
Online/Mobile									
Online Sampling							★		

- Custom Shapes & Sizes** Includes Die Cut, Multi Piece, Custom Size, Multi-View, Over Size, Super Size
- Custom Attachments** Includes Custom Color/Shaped Frames, InfoShade, InfoWheel, Flip Chart, Game-Piece Activation, Lug Attachment, SmartWrapSM, Product Attachment
- Custom Scents** Includes Scented Bellows, Extrusion, Scent Strip, Scratch 'n Sniff, Rub 'n Smell, Scented Varnish, Lift 'n Smell
- Electronic Options** Includes Lighted (LED), Talking, Fiber Optic
- Promotional Deliverables** Includes Multi-Panel Leaflets
- Sampling** Includes Sampling Pump, Sampling Packets, BeautiSeal, Peel 'n Taste
- Print Technologies** Includes 3D Raised (Vacuum-Formed), 3D Lenticular, Metallic, Glitter, Neon, Injection Molded, Premier Illusion, Promótion, Liquid Ink, Thermocroatic Ink, Embossing, Foil Stamping, Select Metalization, Micromotion, Motion Lenticular, Flip Lenticular, Reflex
- Papers & Coating** Includes Chrome, Holographic, Patterned Foil, Recycled, Satin, Gloss Varnish, UV, Matte

In-Store Custom Options Glossary

Custom Shapes & Sizes

- Die Cut:** A trim in specific shapes or designs within the live area.
- Multi Piece:** Ads that are cut into several pieces for a more engaging effect.
- Over Size:** Ads that have up to 25% more live area than standard programs (varies by program).
- Super Size:** Provides up to 60% more live area (varies by program).
- Custom Size:** Distinctive sizes different than listed options.
- Multi-View:** Shelf advertising that has three panels, allowing it to be viewed from all angles in the aisle.

Custom Attachments

- Custom Color/Shaped Frames:** At-shelf frames in unique shapes or colors.
- SmartWrapSM:** A wrap-around cover printed with product images and brand logos that can be affixed to a SmartSource Coupon Machine[®] or SmartSource Shelfvision VideoSM unit.
- InfoShade:** A retractable roller shade that can attach to a SmartSource ShelftalkSM frame delivering product details in a long, vertical format. Offered in a wide variety of custom colors.
- InfoWheel:** An interactive wheel built into the riser of a shelf program that delivers different types of product information when the user spins it.
- Flip Chart:** A miniature-size flip chart with a spiral bind that can be sized up to 4" x 6". The flip chart can be used in place of a riser.
- Game-Piece Activation:** A de-coder included on the at-shelf unit, used to unscramble pre-distributed word games or puzzles.
- Product Attachment:** A product or part of a product, such as a toothbrush, that is attached to the actual ad.
- Lug Attachment:** Artwork attached via a spring or thick foam tape, making the creative three dimensional.

Tear Pads

- Tear Pad:** An adhesive pad that can be attached to an existing program. Various sizes and slip counts are available. Printed on 60 lb. gloss text.

Custom Scents

- Scented Bellows:** A valved air chamber that contracts and expands when pressed, releasing a puff of dry fragrance. Most scents last up to 8 weeks. Bellows are available in white, blue, yellow, orange, red and green.
- Extrusion:** Scented plastic that is attached to the bottom of a SmartSource ShelftalkSM or SmartSource Shelftalk Banner[®] ad. Extrusions are made from polymers that release custom scent to consumers. Available in a variety of colors and scents.
- Scent Strip:** A touch-activated fragrance strip housed within two layers of paper that releases a puff of fragrance when snapped apart. Does not use any liquid or spray.
- Scratch 'n Sniff:** Paper that has been embedded with encapsulated fragrance oil, the fragrance of which is released when the paper is scratched.
- Scented Varnish:** A clear thin coating on the printed ad that releases scent when touched or rubbed, available in a variety of scents.
- Rub 'n Smell:** An in-line scent vehicle that is applied to a portion of the ad as a clear over-varnish during the printing process. The fragrance is released when the consumer rubs the surface.
- Lift 'n Smell:** A scented label that releases scent when lifted. Label is affixed to a leaflet or SmartSource Shelftake One[®] piece.

Electronic Options

- Lighted:** Automatic-flashing LED lights in red, white, blue, orange, and green that can be installed on almost all shelf programs. Lights have low power consumption and will last up to 28 days. LED can run in sequence or be choreographed in different patterns.
- Talking:** An audio message activated via motion-sensor or push-button technology. Delivers 10, 20 or 30-second spots.
- Fiber Optic:** Plastic fibers that are pushed through holes in the face of shelf ads. There can be up to 170 points of light on the face of the display. Fibers can run in sequence or be choreographed in different patterns. Colors can be produced in red, white, blue, orange, and green.

In-Store Custom Options Glossary

Promotional Deliverables

Multi-Panel Leaflets: Pamphlets that range from 2 to 20-pages, used to communicate product information, sweepstakes, rebates and other incentives via SmartSource Shelftake One® or Shelftake One Sampling BoxSM.

Sampling

Sampling Pump: A pump bottle that is attached to a tray and dispenses actual product, such as lotion, at the shelf.

Sampling Packets: Trial-size samples of actual product distributed at the shelf through various vehicles.

BeautiSeal: An individually sealed cosmetic sample attached to a pamphlet, which is distributed via SmartSource programs in select quantities.

Peel 'n Taste: A quick-dissolving flavor strip in a foil packet that can be affixed to a leaflet or SmartSource Shelftake One® piece.

Print Technologies

3D Raised: A vacuum-formed pop-up effect that adds dimension to graphics by raising the selected area above the surface.

3D Lenticular: Multiple layers of different graphic elements interlaced together to create the illusion of three dimensions.

Motion Lenticular: Frames from animated illustrations, video or film clips, displayed one at a time. Movement of one frame to the next mimics the animation of a short movie clip.

Flip Lenticular: Images that switch from one to the next and keep reappearing/disappearing in the same sequence. Good for before-and-after comparisons.

Metallic: Ink containing powdered metal or pigments that simulate metal.

Glitter: Sparkling metallic flakes suspended in ink; flakes are available in different sizes. Colors include chartreuse, champagne, copper, goldenrod, gold, mahogany, strawberry, fire red, fuchsia, mauve, African violet, lavender, royal blue, turquoise, emerald green, grotto green, charcoal and white.

Neon: Brilliant inks with a bright fluorescent effect.

Injected Molded: Liquid plastic poured into a mold that takes the shape of actual packaging.

Premier Illusion: An embossed effect that creates a textured appearance. Works best on a foil material and medium to dark color backgrounds.

Promótion: A 3D or floating illusion that adds dimension to an ad. Similar to the 3D Lenticular option.

Liquid Ink: A high-gloss coating that creates a raised or "wet" highlight within the ad.

Thermocroatic Ink: Polymer liquid crystals that reveal or hide a message or image when subjected to temperature changes.

Embossing: An effect that is used to give a 3-dimensional or textured look to flat graphics.

Foil Stamping: Foil that is affixed to a printed piece in a specific shape or pattern; accentuates an image, logo or graphic. Can be used to highlight a particular element within the ad.

Select Metalization: Similar to foil stamping but more economical because it is done in-line on the printing press.

Micromotion: Pattern-stamped foil that reflects light to give the illusion of motion.

Reflex: A technology designed to simulate traditional embossing; the texture cannot be felt from the surface.

Papers & Coatings

Chrome: A foil laminate that can be adhered to various base materials.

Holographic: A rainbow foil that can be adhered to various base materials to create the illusion of depth while conveying shimmer and motion.

Patterned Foil: Foils manufactured with specific patterns instead of one color. Includes patterns such as wood grains, marble, multi-colors and 3D holographic.

Recycled: Paper that contains post-consumer fibers.

Satin: Achieved by mixing gloss and dull varnishes, offers an intermediate level of shine, with scuff resistance.

Gloss Varnish: The most popular and traditional way to achieve gloss.

UV: The highest gloss coating. Can be overall or spot.

Matte: Protects sheet with a non-reflective coating. Flattens and softens images.



 **NEWS AMERICA
MARKETING.**
A NEWS CORPORATION COMPANY

For more information call 1-800-462-0852 or visit us at www.newsamerica.com.