

# MilkMedia Creative/Production Guidelines:

(Updated October 2008)

In order to make your MilkMedia Sponsorship Program as successful as possible, please consider the following creative guidelines before designing your milk carton side panels, lunchroom posters and other promotional materials.

## Key considerations:

Keep in mind that both dairies and schools have the same goal – increasing milk consumption. As you may already know from countless news reports, nutritional standards for school children are very poor:

- Only 2% of school age children meet ALL the recommendations of the Food Guide and 16% do not meet ANY recommendations
- Only 30% of school children consume the recommended milk group servings
- Teenagers drink twice as much soda as milk. Nearly nine out of ten teenage girls and almost seven out of ten teenage boys fail to meet the minimum recommended daily intake of calcium

Most schools get federal funds for lunch programs that promote nutrition. The School Food Service Directors have a strong appreciation for any help they can get from sponsors that actively promote milk consumption over sugar drinks. Naturally, dairies want the same thing, with a special focus on trying to lure older kids and teenagers back to milk – and away from sugar drinks and hyper-caffeinated beverages.

While MilkMedia guarantees the number of side panel units specified in our agreement, the dairies have the right to request changes or to even reject side panel designs that they feel do not go far enough to promote milk/nutrition. In order to maximize your reach and number of impressions nationwide – and to form a strong, lasting relationship with the dairies and schools, try and incorporate these creative tips.



## Side panel art:

- Keep designs simple. Use one point line art, and plenty of contrast between light and dark areas. Visibility and readability is paramount. If desired, photographs can be provided for use on the side panel. Because of the printing process used on the cartons, photographs (at least 300 dpi) will be converted to a one-color, high-contrast “line-art” image.
- Use large type sizes and short, simple text for the pro-milk message (i.e. ‘Be Cool -- Drink More Milk’). Whenever possible, try to show your characters holding or drinking from milk cartons.
- Games and quizzes are a great way to engage kids and increase the length of your branding impression. Mazes, word games and other interactive tactics can also be tied to links to your website where more fun games can be played.
- Your side panel message will be going out to a wide range of ages, from elementary grades through high school. Even if your target audience is in the lower age ranges, try and make the message and artwork appealing throughout the entire K-12 spectrum. We want to make milk ‘cool’ again with kids, so any message that conveys a ‘hipness’ to drinking milk is a big plus -- and also helps to reach all different age groups.

## Sample artwork:

Examples of side panel designs that do a great job of incorporating these guidelines:



## Production Guidelines:

- **Final artwork must be received 60 days prior to the requested start date** (if final artwork is not received 60 days prior to start date, start date will be adjusted)
- Acceptable file formats: Illustrator; .pdf; NOTE: Files must include all linked artwork and font files (if fonts are not outlined) Files must be submitted in their original Illustrator or .eps format (CS3 or below). In order to achieve the best print reproduction, it is required that all side panel elements be in vector format.
- Panels are printed 1 color, which depends on the color of the milk carton. Original designs may be submitted in black.
- In many cases, elements such as the registered trademark symbol (®) cannot be held at such a small size. If possible a representative “dot” can be used in place of such symbols.
- Panels must include either the Milk Rocks! logo or appropriate milk message.

## Artwork specifications:

**Side Panel art (live area):** 2.5" high x 1 3/4" wide. Additional distribution is available on cartons sized: 1 5/8" high x 2 1/2" wide

**Type:** Minimum font size is 6 pt or 8 pt for reverse type.

**Line art thickness:** Minimum stroke width is 0.75 pt.

**Color:** Side panels are printed in one color flexographic process. The color of the carton is determined by the type of milk (i.e. whole, 2%, chocolate etc) it contains.

## Lunchroom poster art:

- Most of the strategic recommendations for side panels also apply to lunchroom posters – the goal of increasing milk consumption, and making milk ‘cool’. With posters however, you have four-color artwork and much more space available for your own branded message.
- While MilkMedia and our dairy partners provide distribution of your posters into the schools, the food service directors are ultimately responsible for making sure they go up on the lunchroom walls. However, they are more than eager to place them prominently – as long as you incorporate a strong pro-milk message.
- Use bright colors prominently with strong simple designs and very brief text points. Make sure your essential message can be seen from a distance of at least ten feet.
- Unlike side panels, posters can be targeted regionally and to specific age groups with distribution to elementary, middle or high schools.

## Specifications:

**Sizes:** Depending on the distribution channel and consequent production and shipping charges (ask your sponsorship representative for more details), posters size can vary from 22"x28" flat folded to 22"x17" shipped flat.

If bleeds are required, allow for 1/4 in. on all sides.

Files must be submitted in their native, unlayered format.

Fonts must be submitted with the file, rasterized or converted to outlines.

Posters must include either the Milk Rocks! logo or appropriate milk message.



## Textbook covers:

Textbook covers are a great way to support our pro-milk, exercise and nutrition message and your brand in a format that delivers countless impressions over a full semester or even the full school year. Our relationships with A-list music acts and virtually all of the major and independent record labels enables us to associate your brand with some of the biggest acts in the entertainment industry as well as Olympic, professional and x-treme sports athletes, best-selling authors, and terrific contest promotions like our 'Be a Milk Rock Star' program.

- Files must be submitted in their native, unlayered format.
- Fonts must be submitted with the file, rasterized or converted to outlines.
- Book covers must include either the Milk Rocks! logo or appropriate milk message.



## Book Cover Specs:

Finished Size: 14.5" x 22"

Paper: 70 lb gloss

Color: 4 color, 1 side, full bleed

Safety: Allow 1/4" bleed on all four sides beyond image area and all graphics and text must be at least 1/4" from final trim

