QUEST IsMOD Point-of-Purchase Kit Instructions

This Point-of-purchase kit will assist you in effectively promoting the *Quest IsMOD Manufacturing On-Demand* unit in your store.

HOW TO GET STARTED:

Review the following PDF manual to view the POP components available to you. The following pages contain instructions, image locations, and helpful copy so you can successfully promote *your Quest IsMOD Manufacturing On-Demand* unit. You may freely use any and all of these items in your in-store POP efforts at no charge. Thanks for all of your promotional assistance.

POP KIT INCLUDES:

- PDF Advertising Kit Instruction
- Monitor Sign
- Countertop Display
- Shelftalkers
- Door Sign
- Postcard
- Ad copy and Image Assets

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POP KIT | MONITOR SIGN

MONITOR SIGN is provided for your POP efforts. Adhere this sign to the top of the Quest IsMOD monitor to drive customer awareness of the *Always in Stock Audio Station*.

MONITOR SIGN FOR BOOKSTORE MANAGER RMS P.O.S. USERS
12.25"x 4.25" (with 1/8" Bleed)
File Labeled: "MonitorSign_RMSuser.PDF"

MONITOR SIGN FOR NON-RMS P.O.S. USERS
12.25"x 4.25" (with 1/8" Bleed)
File Labeled: "MonitorSign_nonRMS.PDF"

IMAGE LOCATION:
Assembly: Trim along crop marks and adhere sign to front top of monitor with double-sided tape.

Images for Print: The press quality ".tif" file for the poster and the ".PDF" file for the order form are located in the main "CounterDisplay" folder.

Consult with your printer regarding specific print run options.

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POP KIT | COUNTERTOP TRIANGLE TOWER DISPLAY

COUNTERTOP TRIANGLE TOWER DISPLAY is provided for your POP efforts. Use this display throughout your store or at the counter to drive customer awareness of the *Always in Stock Audio Station*.

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COUNTER DISPLAY

16.25"x10.75" (with 1/8" Bleed)

File Labeled: "CounterDisplay.PDF"

IMAGE LOCATION:

Assembly: Trim along crop marks, fold display into 3 panels and fold double sided tape flap. Adhere tape flap to first panel to create a triangle tower display.

Images for Print: The press quality ".tif" file for the poster and the ".PDF" file for the order form are located in the main "CounterDisplay" folder.

Consult with your printer regarding specific print run options.

POP KIT | SHELFTALKERS

SHELFTALKERS are provided for your POP efforts. Mix and match these 4 shelftalkers to customize your message and drive customer awareness of the *Always in Stock Audio Station*.

GENERAL MUSIC SHELFTALKER
11"x 6" (with 1/8" Bleed)
File Labeled: "Shelftalker_music.PDF"

CAN'T FIND IT SHELFTALKER
11"x 6" (with 1/8" Bleed)
File Labeled: "Shelftalker_findit.PDF"

GENERAL TRACKS SHELFTALKER
11"x 6" (with 1/8" Bleed)
File Labeled: "Shelftalker_tracks.PDF"

GENERAL KIDS SHELFTALKER
11"x 6" (with 1/8" Bleed)
File Labeled: "Shelftalker_kids.PDF"

IMAGE LOCATION:
Images for Print: The press quality ".PDF" files for the shelftalkers are located in the main "Shelftalkers" folder.

Consult with your printer regarding specific print run options and which files would work best with their system.

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DOOR SIGN is provided for your POP efforts. Use this sign at the front of your store to drive customer awareness of the *Always in Stock Audio Station*.

DOOR SIGN

16.25"x10.75" (with 1/8" Bleed)

File Labeled: "Doorsign.PDF"

IMAGE LOCATION:

Images for Print: The press quality ".tif" file for the poster and the ".PDF" file for the order form are located in the main "Doorsign" folder.

Consult with your printer regarding specific print run options.

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POP KIT | PRINTABLE POSTCARD

A COLOR PRINTABLE POSTCARD is provided to further your advertising and promotional efforts. Use the overprint area to drive traffic to your store. Be sure to include your store location and hours, as well as any special product offers to entice customers.

The following postcard is designed to meet standard postal regulations. The postcard size is 6" x 4.25".

Consult with your printer regarding specific print run options and your local post office about mailing address requirements.

Be sure to include your mailing information and applicable store information in the overprint area.

POSTCARD
File Labeled: "Postcard.PDF"

IMAGE LOCATION:
Images for Print: The press quality ".PDF" file for the postcard is located in the main "Postcard" folder.

Consult with your printer regarding specific print run options and which files would work best with their system.

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WANT TO CREATE YOUR OWN AD?

Copy and image assets are provided so you can create your own ad. Customize the ad with your specific store information and drive traffic to your store.

AD COPY:

Headline: Searching for a particular album or performance track?

Sub-headline: On-Demand inventory of your favorite music is now available!

Call to action: Stop by and visit our Always In Stock Audio Station today.

Featured Body Copy:
Our touch screen audio station helps you search your favorite music by song title, artist name, and more. Simply make your selection, pay the cashier and pick up your CD!

Search over 3,000 albums and performance tracks
Listen and choose your favorite
Burn a CD of your selection in 3 minutes or less

Secondary Body Copy: Personalized Children's CDs Now Available!
VeggieTales • Disney • Wiggles • Sesame Street • Barney
Perfect for long drives or special moments at home. Over 1,000 names available where the characters talk directly to your child!

IMAGE LOCATION:

Image Assets: Various images and logos are in the main "ImageAssets" folder. Utilize these graphics to enhance your advertising efforts.

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