



150% FOR PROOFING ONLY



ACTUAL SIZE

Drug Facts Info Box		
Drug Facts (Title)	Font Name: Helvetica Neue 77 Bold Condensed Oblique	8.1 point type
Drug Facts (continued)	N/A	N/A point type
Headings	Font Name: Helvetica Neue 77 Bold Condensed Oblique	8.0 point type
Subheading	Font Name: Helvetica Neue 77 Bold Condensed	6.0 point type
Body text	Font Name: Helvetica Neue 57 Condensed	6.0 point type
Leading (Smallest area in body copy of Drug Facts)		.5 point type
Bullets	Font Name: Helvetica Neue 57 Condensed	5.0 point type
Bullets on same lines: end of statement separated from bulleted statement by two ems		Yes
Characters per inch (Smallest size in body of Drug Facts)		38
Spacing of the hair lines from edge of box – i.e. Minimum of 2 spaces either side of Drug Fact Box		Yes
Characters per inch (Smallest size in copy of art)		38
Font size of Net Wt/Contents (Smallest character)		N/A point type
Font size of Statement of Identity (If not live text, to be measured in Helvetica capital "M")	V _____ N/A pt. H _____ N/A pt.	
Font size of Logo/Largest Copy on PDP (If not live text, to be measured in Helvetica capital "M")	V _____ N/A pt. H _____ N/A pt.	
Ratio of Statement of Identity to Logo/Largest Copy on PDP		
Statement of Identity (pt.) (Divided by) Largest Logo Copy (pt.)	V _____ N/A % H _____ N/A %	

GlaxoSmithKline PLEASE CHECK ONE: <input type="checkbox"/> Artwork <input type="checkbox"/> Prepress <input type="checkbox"/> Copy	<input type="checkbox"/> SGS APPROVALS	DATE
	NAME	DATE

GlaxoSmithKline	PACKAGING SPECIFICATION	DATE: 11/26/13
1500 Littleton Road, Parsippany, NJ 07054	MYSGS NO.: 3690003	
GSK PROJECT NO.: 254749	ITEM NO.: 074655D	FILE NAME: 103796XA TUM UL AB 160BL.ai
BRAND: Tums		UPC/SKU NO.: 3-0766-0746-55-3
DESCRIPTION: Ultra Assorted Berry		E.V. NO. & FORMAT: 103796XA
COMPONENT: Back Label	DIE NO.: TUM0109LB Rev1	DIMENSIONS: 1.937" x 4.5"
VOLUME CONTENTS/SIZE: 160 ct		PACKAGING SITE: St. Louis Plant
FORM NO.: 103796XA	C	PRINTER: CCL Label
COUNTRY: USA		LOCATION: N/A
COMPUTER SOFTWARE: Illustrator CS5		PREPRESS: SGS
ARTIST: Christopher Leone		REPLACES FORM NO.: 66480XD
KEYWORDS:		REVISION 1:
		REVISION 2:

150 Corporate Drive • Elgin, IL 60123 • (847) 695-9515	PREPRESS	DATE:
	OPERATOR:	
	CSR:	
	© GlaxoSmithKline. All Rights Reserved. All logos, designs and artwork are trademarks, trade dress and/or copyrighted material, owned by and/or licensed to GlaxoSmithKline and/or its affiliated companies. Unauthorized reproduction is strictly prohibited.	