

The Bayer Cross is Greater than the "A" in Alka
Current Size: 13.66mm
Current "A" Size: 11mm
Cross Meets Ratio Requirements of 7mm (.2755") or larger
1/3rd of Cross required Clear Space (13.66mm) = 4.55mm
1/6th of PDP Width (82mm) = 13.66mm

FUGITIVE GLUE AREA

SCHAWK!
Art Production

2325 North Burdick St., Kalamazoo, MI 49009
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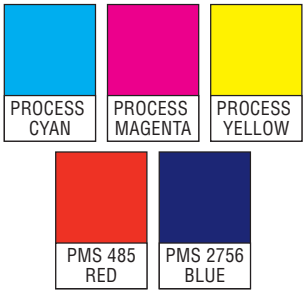
Illustrator CS5 REVISIONS BEGIN 06.23.14

DATE: 06.23.14
CLIENT: Bayer HealthCare
PROJECT: AS Extra Strength 24ct Carton (Germany) - FINAL - 84200913
PROJECT #: 2973
JOB #: 149190A JP DE #: BY942
SIZE: 362mm W x 176mm H
FONTS: Helvetica, Helvetica Condensed Medium, Helvetica Bold, Swiss 721 BT Bold Condensed Italic, OceanSansMM It 760 EB 800 EX, Swiss 721 BT Bold Condensed, Swiss 721 BT Condensed Italic, Swiss 721 BT Light Condensed Italic, Swiss 721 BT Condensed Italic, Helvetica Condensed Bold, Helvetica Bold Oblique, Helvetica 75 Bold, Helvetica 76 Bold Italic, Helvetica 65 Medium, Helvetica 67 Medium Condensed
UPC: 0 16500 04404 8

1. New FINAL - PU 135625A
2. New Code #'s
3. Update DF's
4. Remove MLB Info

All Images/Codes are FPO

NOTE: THIS COLOR PROOF INDICATES COLOR BREAK ONLY AND MAY NOT ACCURATELY REFLECT ACTUAL PRODUCTION COLOR.



2.44mm 9.78mm
the "N" in NSAID is 1/4 of the "I" in Alka-Seltzer

SCHAWK! Art Production		DRUG FACTS INFO.	
CATEGORY	PRIMARY PACKAGING REQUIRED	SECONDARY PACKAGING REQUIRED	ACTUAL SIZE IN FILE
Drug Facts Title:	N/A	>8.0 pt	8.1 pt
Drug Facts (continued):	N/A	8 pt	8 pt
Headings:	N/A	8 pt	8 pt
Subheadings:	N/A	6 pt	6 pt
Text:	N/A	6 pt	6 pt
Bullets:	N/A	5 pt (no larger)	5 pt
Leading:	N/A	+0.5 pt	6.5 pt
Characters Per Inch:	N/A	No more than 39	39