

Making a coupon

Assemble the components that are shown below using InDesign

Coupon Size:

36p0 wide x 15p0 high

Be sure that you follow the specifications exactly.

Print using a color printer.

Save \$1.00 is 48 pt. font Bookman Old Style Bold with tight tracking,

Gill Sans Condensed Bold, 10pt with loose tracking

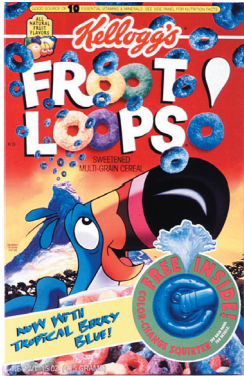
fill:Trumatch 12-d

3 pt. dashed border, black

MANUFACTURER'S COUPON

EXPIRATION DATE: UNLIMITED

0.5 pt rules



Save \$1.00

On one full-size box of Kellogg's Fruit Loops

RETAILER: Kelloggs will reimburse the face value this coupon plus handling if submitted in compliance with its coupon redemption policy, previously provided to you, and available upon request. May not be reproduced. Void if transferred to any person, or group prior the store redemption. You pay any sales tax. Any other use constitutes fraud. LIMIT ONE COUPON PER PURCHASE.

DEALER: Send coupons to Kelloggs, One Cereal Drive, Battle Creek, MI 45237. Cash Value 1/100¢. Offer does not expire



4 3 0 0 0 1 2 0 7 6

12 pt. Times

KelloggName.tif at 25% made red to match logo color on box; anchored text in line of type.

Times Roman, 12 pt. extremely wide tracking

Bookman OS regular, 5.5/6, X9p0, 80% scale justified; Bold where indicated. one pica left indent for second paragraph

Bar code is #4300012076 font: Code 3 of 9 black, 70% horizontal scale

fruit loops.jpg at 55%, cropped