

BEVERAGE ALCOHOL  
**SUPPLIER SIGNAGE  
GUIDE**

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FISCAL YEAR 2026





## **NSLC BEVERAGE ALCOHOL SUPPLIER SIGNAGE GUIDE**

The NSLC is standardizing the process for receiving and approving all supplier-provided in-store assets, including standard signage and retail-tainment pieces.

The use of supplier assets in NSLC retail locations will be at NSLC's discretion and must be approved and supplied by the marketing deadlines indicated.

All proposed in-store retail-tainment programs and supporting creative must be applied for and approved by the NSLC.

Approved signage and retail-tainment pieces will be included in the NSLC's Execution Guide each promotional period.

## SUPPLIER SIGNAGE APPLICATION PROCESS

1. Suppliers must apply for all promotional opportunities and activities through the NSLC promotional application process located under the *Program Information & Applications* tab of **myNSLC.com/TrademyNSLC**.
  - ✓ Any proposed tactics and creative should be included as part of the application.
2. An NSLC Promotions team member will inform successful and unsuccessful applicants.
  - ✓ Suppliers with successful applications will be requested to provide a participation confirmation of signage piece(s).
3. Suppliers to send proposed creative assets to **Alex.Noonan@myNSLC.com** for review and approval after programs and associated offers are formally approved by the Promotions team. Marketing deadlines indicated below.
  - ✗ If proposed creative assets are not received by the deadline, the NSLC will assume you are not participating in the period programming.
4. NSLC will review creative assets (approximately 10 business days) and provide any edits.
5. Suppliers to incorporate edits into signage design and share back to **Alex.Noonan@myNSLC.com** for final approval by deadline outlined below.

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## SUPPLIER SIGNAGE DEADLINES: FY26

P1	P2	P3	P4	P5	P6	P7	P8	P9
27-Jan-25	3-Mar-25	7-Apr-25	16-May-25	23-June-25	1-Aug-25	15-Sep-25	27-Oct-25	15-Dec-25

**PLEASE NOTE:** All proposed supplier artwork, assets, images, or lifestyle photography must be submitted to **Alex.Noonan@myNSLC.com** by the due date as indicated above.

**LATE SIGNAGE SUBMISSIONS WILL NOT BE ACCEPTED.**

## SIGNAGE SPECS AND CONTENT REQUIREMENTS

### 22" x 17" SIGNAGE

The standard sign that is placed on an end cap or floor display.

#### CREATIVE REQUIREMENTS

- ✓ 22" W x 17" H
- ✓ File type: Final artwork must be submitted as a .PDF file
- ✓ Black text for printing should be 100% black
- ✓ Bleed: 0.125"
- ✓ Cropmarks: Offset must be 0.25" on cropmarks
- ✓ Spot colours: Jobs that print only CMYK should be output with no spot colours
- ✓ Image Resolution: 300 dpi

#### CONTENT REQUIREMENTS

- ✓ NSLC promotional period dates (dates in-market)
- ✓ Article #
- ✓ Price Point (including discounts)
- ✓ Product and/or package size (e.g., 750ml, 473ml, 12x355ml, etc.)
- ✓ Image of product with correct size shown on signage (e.g. showing a 12-pack vs single can image for a 12-pack product)
- ✓ Adhere to **NSLC Responsible Advertising Standards**
- ✓ Contesting details\* see page 7



### SIGNAGE EXTENDER

Promotional signage that is attached to right hand side of 22" x 17" signage.

#### CREATIVE REQUIREMENTS

- ✓ 6" W x 17" H
- ✓ File type: Final artwork must be submitted as a .PDF file
- ✓ Black text for printing should be 100% black
- ✓ Bleed: 0.125"
- ✓ Cropmarks: Offset must be 0.25" on cropmarks
- ✓ Spot colours: Jobs that print only CMYK should be output with no spot colours
- ✓ Image Resolution: 300 dpi

#### CONTENT REQUIREMENTS

- ✓ NSLC promotional period dates (dates in-market)
- ✓ Article #
- ✓ Price Point (including discounts)
- ✓ Product and/or package size (e.g., 750ml, 473ml, 12x355ml, etc.)
- ✓ Image of product with correct size shown on signage (e.g. showing a 12-pack vs single can image for a 12-pack product)
- ✓ Adhere to **NSLC Responsible Advertising Standards**
- ✓ Contesting details\* see page 7



## SIGNAGE SPECS AND CONTENT REQUIREMENTS

### LARGE SHELF TALKER

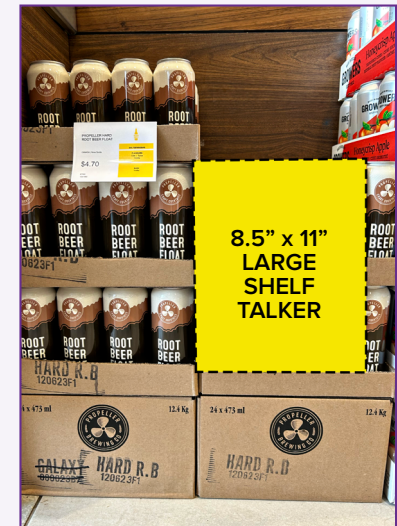
8.5" x 11" creative space that is inserted into a product stack out on the floor.

#### CREATIVE REQUIREMENTS

- ✓ 8.5" W x 14" H  
**NOTE:** leave 3" blank space at top, 8.5" x 11" usable space
- ✓ File type: Final artwork must be submitted as a .PDF file
- ✓ Black text for printing should be 100% black
- ✓ Bleed: 0.125"
- ✓ Cropmarks: Offset must be 0.25" on cropmarks
- ✓ Spot colours: Jobs that print only CMYK should be output with no spot colours
- ✓ Image Resolution: 300 dpi

#### CONTENT REQUIREMENTS

- ✓ NSLC promotional period dates (dates in-market)
- ✓ Article #
- ✓ Price Point (including discounts)
- ✓ Product and/or package size (e.g. 750ml, 473ml, 12x355ml, etc.)
- ✓ Adhere to **NSLC Responsible Advertising Standards**
- ✓ Contesting details\* see page 7



### SHELF CARD/ SHELF TALKER

A mini sign placed with or over top of a bin tab to promote an additional offer, such as a contest or AIR MILES® Scan to Win.

#### CREATIVE REQUIREMENTS

- ✓ 4.25" W x 4.25" H
- ✓ File type: Final artwork must be submitted as a .PDF file
- ✓ Black text for printing should be 100% black
- ✓ Bleed: 0.125"
- ✓ Cropmarks: Offset must be 0.25" on cropmarks
- ✓ Spot colours: Jobs that print only CMYK should be output with no spot colours
- ✓ Image Resolution: 300 dpi

#### CONTENT REQUIREMENTS

- ✓ NSLC promotional period dates (dates in-market)
- ✓ Article #
- ✓ Price Point (including discounts)
- ✓ Product and/or package size (e.g., 750ml, 473ml, 12x355ml, etc.)
- ✓ Adhere to **NSLC Responsible Advertising Standards**
- ✓ Contesting details\* see page 7



## SIGNAGE SPECS AND CONTENT REQUIREMENTS

### NECK TAG

Neck tags provide an opportunity for suppliers to give information of value to the shopper, such as tasting notes, recipe information, or contesting.

#### CREATIVE REQUIREMENTS

- ✓ 2.65" W x 6.25" H
- ✓ File type: Final artwork must be submitted as a .PDF file

#### CONTENT REQUIREMENTS

- ✓ NSLC promotional period dates (dates in-market)
- ✓ Adhere to **NSLC Responsible Advertising Standards**
- ✓ Contesting details\* see page 7

**!** **NOTE:** Suppliers are responsible for the printing and distribution of NSLC-approved neck tags.



### DUMP BIN & CASE STACKERS

A dump bin is a container used to hold and display non-liquor added value that cannot be attached to a participating product.

A case stacker is a display unit used to merchandise products on the floor.

#### CREATIVE REQUIREMENTS

- ✓ Maximum size: 24" W x 60" H x 24" D

#### CONTENT REQUIREMENTS

- ✓ NSLC promotional period dates (dates in-market)
- ✓ Include what the free product is and how to retrieve it (e.g. free glass with purchase of 6x355ml)
- ✓ Adhere to **NSLC Responsible Advertising Standards**
- ✓ Contesting details\* see page 7

**!** **NOTE:** Suppliers are responsible for the printing and distribution of NSLC-approved dump bins and case stackers.



## CONTESTING SIGNAGE GUIDELINES

If your signage has been approved for contesting, please include the following details on your signage:

### CONTESTING REQUIREMENTS

#### ✓ Prizing details

- *What prize can shoppers win?*
- *Dates for the promotion*
- *Image of the prize(s)*
- *Website to go to for more details/legal requirements (Suppliers must host rules and regulations online)*

#### ✓ Details on how a shopper can enter

- *“Scan pin code inside to win”*
- *“Scan the QR Code and enter to win”*

#### ✓ Include all details of promotional offers if relevant

- *“Buy a 6x355mL of product X and get a 473mL of product Y to receive X AIR MILES® Bonus Miles.”*

## AIR MILES®



AIR MILES.

### Running an AIR MILES® Scan to Win contest?

Please visit [myNSLC.com/TrademyNSLC](https://myNSLC.com/TrademyNSLC) for a list of Scan to Win signage requirements. (AIR MILES® Scan to Win Supplier Package and Rules & Regulations are listed under Program Information and Applications > Annual Guides > FY26.)

Email [Alex.Noonan@myNSLC.com](mailto:Alex.Noonan@myNSLC.com) for details.

## RESOURCES



**NSLC Logo Usage Guidelines**



**NSLC Advertisement and Giveaway Policy**



**FY26 Alcohol & Cannabis Programs Guide**

## CONTACT THE NSLC



If you have questions regarding signage, please reach out to:

**Alex Noonan** — Marketing Specialist, Beverage Alcohol,  
[Alex.Noonan@myNSLC.com](mailto:Alex.Noonan@myNSLC.com)