

Sahatna Provider Marketing Kit

Print Guidelines and Specifications



CONTENTS

INTRODUCTION	3	PRINT	5
		1.1 Advertising	6

INTRODUCTION

INTRODUCTION

The Print Guidelines and Specifications document provides the necessary information to guide the production of the Sahatna promotional materials. The materials are dedicated for the use of the Abu Dhabi healthcare providers, to support them in encouraging their patients to use the App.

The instructions outline the appropriate stock material, stock thickness, printing, and finishing techniques, to ensure consistency. The print files are provided separately; please do not change the materials in any way. For best results please use professional print suppliers and refrain from using commercial office printers.

For any information, please reach out to comms@malaffi.ae

PRINT



1.1 Advertising

A4 POSTER

Stock Material:
Art Matt Paper

Stock Thickness:
350gsm

Printing:
Digital Printing

Finishing:
Matt Lamination

Dimensions:
210 x 297 mm



A5 POSTER

Stock Material:
Art Matt Paper

Stock Thickness:
250gsm

Printing:
4 Color Digital Printing

Finishing:
Matt Lamination

Dimensions:
148 x 210 mm



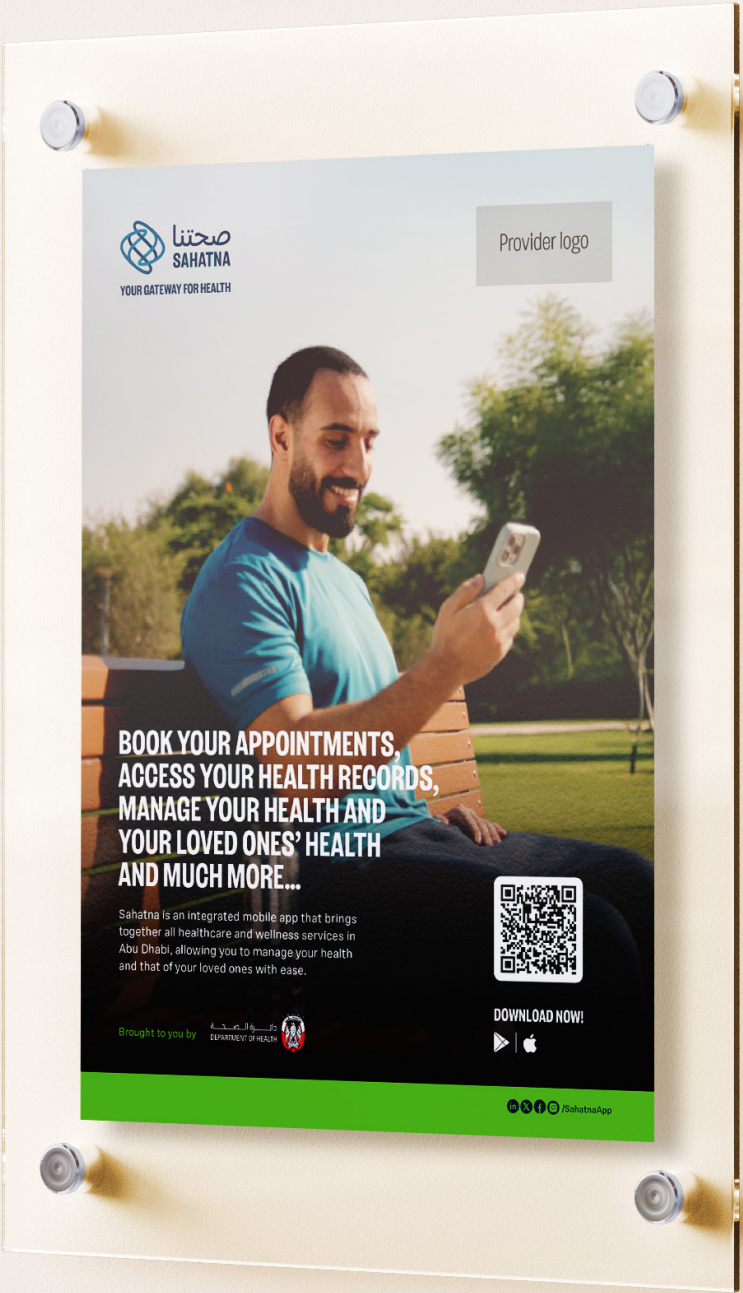
A5 STICKER

Stock Material:
Adestor Sticker

Printing:
Digital Printing

Finishing:
Matt Lamination

Dimensions:
148 x 210 mm



A7 CONTACT CARD

Stock Material:
Art Matt Paper

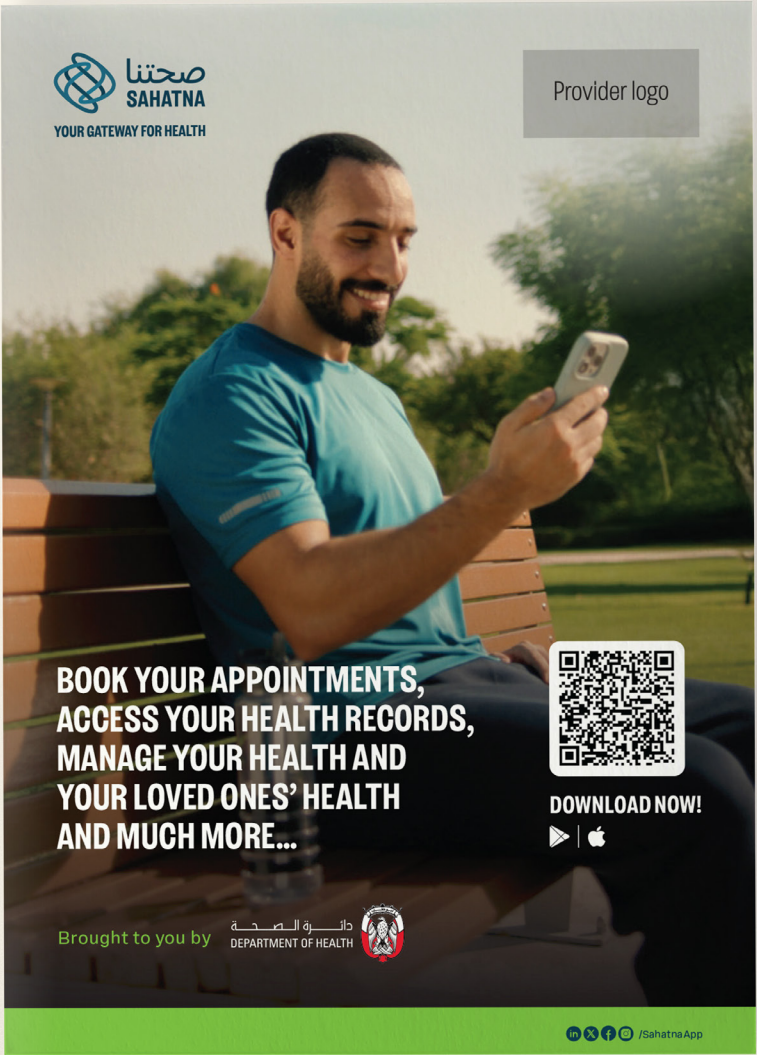
Stock Thickness:
350gsm

Printing:
Digital Printing

Finishing:
Matt Lamination

Dimensions:
74 x 105 mm

Front



Back



ROLLUP

Stock Material:
Banner Material

Printing:
Large Format Digital Printing

Finishing:
Trimming and Mechanism
Fixing

Dimensions:
850 x 2000 mm



