

PDQ Design Requirements

April 2011

PDQ = temporary product category that is meant to be sold down, not replenished

1) Materials and Fabrication

- Must be durable and last for the duration of the intended display time period.
- If assembly is required, instructions must be included with PDQ, and must be in English and imperial measurements.
- All exposed corrugate edges must be folded or heat sealed.
- Must be wrapped / packed in a way to eliminate damage during shipment.
- If PDQ is to be attached to another fixture (i.e., side kick), all required hardware must be included.
- Must be made of a cardboard corrugate (200# B Flute is preferred, 200# E Flute is the minimum), or bio-degradable synthetic material.
- Plain brown (uncolored) or white are not acceptable.

2) Sizing

- For free standing PDQ's, height must be no more than 5' tall, and no more than 4' wide and 4' deep.
- If intended for an endcap:
 - Width must extend to no more than 1" from each side of the endcap.
 - Height must extend to no more than 6" from the top of the endcap; 4" from the top of register endcaps.
 - Depth must be equal to or less than that of the endcap.
- If intended for a sidekick:
 - Must fill the width and depth of the sidekick.
- Endcap and sidekick dimensions are as follows:

	8' Endcap	6' Endcap	3' Endcap	Register Endcap	6' Sidekick	3' Sidekick
Height	74.5"	74.5"	74.5"	60"	74.5"	74.5"
Width	96"	72"	36"	24"	26.5"	26.5"
Depth	25" or 16"	15"	15"	13"	4.5"	4.5"

3) Signage

- Image / printing must utilize a four color process.
- Must be fully adhered or printed directly on box.
- Copy / image must be squared and true to unit edges.
- Product retail must be printed on the upper right corner of the PDQ, and follow Academy's pricing guidelines (i.e. 999) of no dollar signs or decimal points.
 - Must be no larger than 7"x5.5"
 - If space does not allow for price to be placed in upper right corner, price can be printed within 2"x1.25" on the top right corner on the front of the PDQ.
- All copy must be in English and use no slang or profanity. It must not mention other retailers or brands.
 - If PDQ is multi-lingual, then English must be the primary and prominent language.