

# Vendor Display Guide

Version 5  
12/20/23

**NEW UPDATES** listed on the next page



## Version 5 updates (12/20/23)

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1. FY23 Brand updates  
See all pages

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### Before you begin

- A display ID/ad planning number must be assigned by your category manager.
- Reference the creative development schedule and display date calendars on the following pages for timelines.
- Click on the red link at the bottom of the page to download all assets and templates needed for displays.

### Construction requirements

- A maximum weight of 50 lbs., including merchandise, must be maintained for all displays.
- Maximum heights, footprints and other dimensions listed throughout this guide must be followed for every display.
- Merchandise cannot hang over the maximum footprint or extend beyond the dimensions allowed for each display.
- All display shelf fronts must be a height of 2" to allow adequate space for price Mylars.
- All displays must be constructed to last for the entire in-store duration and load-tested to support the weight of the merchandise.
- Displays can be customized for the merchandise (i.e., shelf heights, gravity feed, pegs, shelf risers, etc.).

### Creative requirements

- All vendors must follow the creative direction in this guide.
- All displays must have a primary value message that follows the promo templates in this guide.
- Price Mylar graphic placeholders must be included on displays. See **Page 2.4** for complete details.
- Display shelf fronts cannot have critical graphics, logos or text. This space is reserved for price Mylar placement, which will vary depending on merchandise.

### Creative submission requirements

All vendors must follow the submission requirements on **Page 1.4** and the submission checklist on **Page 1.5** when submitting displays for creative approval.

### Prior to production

- All creative for displays must be approved by Walgreens vendor creative approval approval along with a compliance DAC# issued. Any display that is not approved will not be displayed in stores.
- A display approval stamp with a valid display approval code (DAC) is required on every display. See **pages 1.6–1.7** for complete details.

The schedule below is a general guide for achieving efficient creative development and approval. Please note that displays produced overseas will require more time than what is shown.

### Number of weeks before in-store date



FY24

FY24		Supplier receives Creative Toolkits from CM	Creative submission begins (can submit prior)	All creative must be submitted by supplier	In-store Mktg. creative approval DAC# to suppliers	POs issued	Store set date
Weeks to set		26	21	20	19	15	0
September	2023	2/24/23	3/31/23	4/7/23	4/14/23	5/12/23	8/27/23
October	2023	3/31/23	5/5/23	5/12/23	5/19/23	6/16/23	10/1/23
November	2023	4/28/23	6/2/23	6/9/23	6/16/23	7/14/23	10/29/23
December	2023	5/26/23	6/30/23	7/7/23	7/14/23	8/11/23	11/26/23
January	2024	6/23/23	7/28/23	8/4/23	8/11/23	9/8/23	12/24/23
February	2024	7/28/23	9/1/23	9/8/23	9/15/23	10/13/23	1/28/24
March	2024	8/25/23	9/29/23	10/6/23	10/13/23	11/10/23	2/25/24
April	2024	9/22/23	10/27/23	11/3/23	11/10/23	12/8/23	3/24/24
May	2024	10/26/23	11/30/23	12/7/23	12/14/23	1/11/24	4/27/24
June	2024	11/24/23	12/29/23	1/5/24	1/12/24	2/9/24	5/26/24
July	2024	12/22/23	1/26/24	2/2/24	2/9/24	3/8/24	6/23/24
August	2024	1/26/24	3/1/24	3/8/24	3/15/24	4/12/24	7/28/24

FY25

FY25		Supplier receives Creative Toolkits from CM	Creative submission begins (can submit prior)	All creative must be submitted by supplier	In-store Mktg. creative approval DAC# to suppliers	POs issued	Store set date
Weeks to set		26	21	20	19	15	0
September	2024	3/1/24	4/5/24	4/12/24	4/19/24	5/17/24	9/1/24
October	2024	3/29/24	5/3/24	5/10/24	5/17/24	6/14/24	9/29/24
November	2024	5/3/24	6/7/24	6/14/24	6/21/24	7/19/24	11/3/24
December	2024	5/31/24	7/5/24	7/12/24	7/19/24	8/16/24	12/1/24
January	2025	6/28/24	8/2/24	8/9/24	8/16/24	9/13/24	12/29/24
February	2025	8/2/24	9/6/24	9/13/24	9/20/24	10/18/24	2/2/25
March	2025	8/30/24	10/4/24	10/11/24	10/18/24	11/15/24	3/2/25
April	2025	9/27/24	11/1/24	11/8/24	11/15/24	12/13/24	3/30/25
May	2025	10/25/24	11/29/24	12/6/24	12/13/24	1/10/25	5/4/25
June	2025	11/29/24	1/3/25	1/10/25	1/17/25	2/14/25	6/1/25
July	2025	12/27/24	1/31/25	2/7/25	2/14/25	3/14/25	6/29/25
August	2025	1/10/25	2/28/25	3/7/25	3/14/25	4/11/25	7/27/25

All vendors must follow the guidelines below when submitting displays for creative approval. Incomplete submissions will be returned, which will delay the review and approval process.

## Submission requirements

- Each submission must include a valid display ID/ad planning number, which is assigned by your category manager every month
- Each display must be sent as a separate email submission
- Always provide display dimensions, in-store location and display dates
- Submit creative in PDF format
- Creative must include front, side and angled renderings of the assembled display with products
- Always follow the email title format shown below
- Always use the same email title for all emails related to the same display for easy reference
- Always include the Walgreens merchant for awareness

## Email subject line format

(Display ID/ad planning number and name) - (Program Name) - (Display Type) - (Vendor Name)

## Email address

Please send all vendor creative for approval to:

**vendorcreativeapproval@walgreens.com**

**(be sure to include your Walgreens merchant partner)**

## Response time

Please allow three business days for initial response from vendor creative approval.

## Example of proper creative submission

From: first.last@company-x.com

To: vendorcreativeapproval@walgreens.com

**Subject: 202406-01-001 - Spring Beauty - Floor Display - Company-X**

Hello, attached is the spring beauty floor display for Company-X. Please review and provide creative approval.

Display ID/ad planning number: 202406-01-001

Display dimensions: 18"(W) x 50"(H) x 18"(D)

In-store location: In front of cosmetics wall

In-store display dates: 5/29/24 thru 6/25/24

Thank you,  
First Last  
Company-X



Front



Side



Angled



Please use this checklist as a tool for making efficient and complete submissions. Incomplete submissions will be returned, which will delay the review and approval process.

### Information to obtain from your category manager

- Ad planning number and name
- In-store location
- Display dates

### Email submission setup

- Email subject line follows the format below:  
(Ad planning number and name) - (Program Name) -  
(Display Type) - (Vendor Name)
- Body of email includes the ad planning number and name,  
in-store location, display dates and display dimensions
- A high-resolution PDF or JPEG with the creative is attached, and the file name follows this format:  
(Ad planning number and name)
- Merchandise is included in the display rendering
- The front, side and angled renderings of the assembled display, with products, are included in the attachment

### Creative requirements

- The creative features a promotion/value message
- The creative was developed using creative direction in this style guide or the applicable categorywide one-pager or seasonal toolbox  
[CLICK HERE to access all available style guides](#)
- All requirements from the Vendor Display Guide have been followed

### Important note

- Send all vendor creative for approval to:  
[vendorcreativeapproval@walgreens.com](mailto:vendorcreativeapproval@walgreens.com)  
**(be sure to include your Walgreens merchant partner)**
- Allow 3 business days for initial response from vendor creative approval
- Always use the same email title for all emails related to the same display for easy reference
- Each display must be sent as a separate email submission. Do not submit multiple displays in one email.



**Required on all displays**

**(excluding seasonal aisle shelf trays and beauty counter units)**

All vendor artwork must include a display approval stamp prior to production.

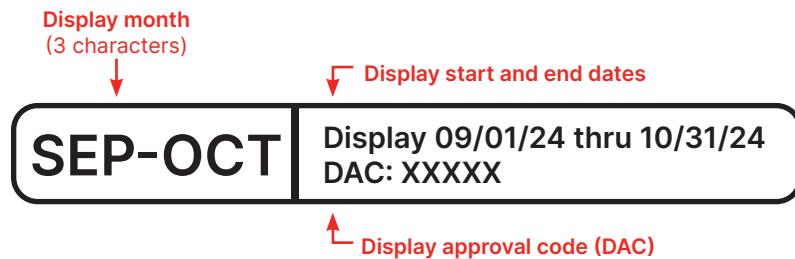
- The display approval stamp consists of a display approval code (DAC) and the display dates. A DAC will be provided to a vendor once the display creative is approved. Each display will have a unique DAC. The category manager will provide display dates for each display.
- Please note: The same display dates should be on your exterior carton marking, as detailed in the supplier shipping guides.

**Location**

Right side of a display, in the lower left corner

**Format**

- Solid line box with content as shown below.
- Color: Black or white, depending on display color
- Two- and three-month display formats are on the next page



**Important note:**

Special formatting is required for endstand headers and FEPPs. See downloaded die lines for proper formatting.

**Example on a floor display**



Place approval stamp on right side of display, in the lower left corner.



**Use black stamp on light-colored displays**

One-month display

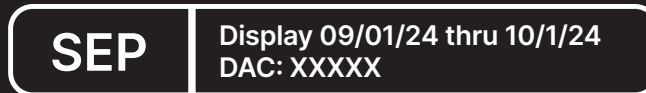


Multi-month display

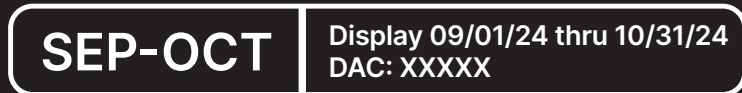


**Use white stamp on dark-colored displays**

One-month display



Multi-month display



# FY24

Month	FY24 Schedule	Number of Weeks
September	8/27/23 - 9/30/23	5
October	10/1/23 - 10/28/23	4
November	10/29/23 - 11/25/23	4
December	11/26/23 - 12/30/23	5
January	12/31/23 - 1/27/24	4
February	1/28/24 - 2/24/24	4
March	2/25/24 - 3/23/24	4
April	3/24/24 - 4/27/24	5
May	4/28/24 - 5/25/24	4
June	5/26/24 - 6/29/24	5
July	6/30/24 - 7/27/24	4
August	7/28/24 - 8/31/24	5

# FY25

Month	FY25 Schedule	Number of Weeks
September	9/1/24 - 9/28/24	4
October	9/29/24 - 11/2/24	5
November	11/3/24 - 11/30/24	4
December	12/1/24 - 12/28/24	4
January	12/29/24 - 2/1/25	5
February	2/2/25 - 3/1/25	4
March	3/2/25 - 3/29/25	4
April	3/20/25 - 5/3/25	5
May	5/4/25 - 5/31/25	4
June	6/1/25 - 6/28/25	4
July	6/29/25 - 7/26/25	4
August	7/27/25 - 8/30/25	5

Walgreens offers preferred corrugated display vendors that can help your team design, print and distribute displays for Walgreens stores. Please reach out to any of the vendors below to get started today.



### Great Northern Instore

Warren Bobyk  
 Business Development Manager  
 Great Northern instore  
 2203 B Lakeside Drive  
 Bannockburn, IL 60015  
 Phone: 847-460-8931  
 Email: wbobyk@greatnorthernincorp.com  
 GreatNorthernInstore.com



### Menasha

Mike Wons  
 Walgreens Team Leader  
 Menasha Packaging Company LLC  
 1935 Techny Road, Suite 14  
 Northbrook, IL 60062  
 Phone: 224-422-8219  
 Email: Mike.Wons@Menasha.com  
 MenashaPackaging.com



### The Royal Group

Des Crocker  
 Senior Director – Drug Channel  
 TRG Retail  
 1301 S. 47th Ave.  
 Cicero, IL 60804  
 Phone: 312-351-2350  
 Email: walgreens@teamtrg.com  
 TeamTRG.com



### WestRock

Joshua Probst  
 Account Executive  
 WestRock Company  
 W225 N16712 Cedar Park Ct.  
 Jackson, WI 53037  
 Phone: 920-540-7483  
 Email: joshua.probst@westrock.com  
 WestRock.com

## Resource for display evaluation



SellCheck can help your team build more effective displays as well. If you would like to use the SellCheck system to evaluate your displays, please reach out to them for rates and more information.

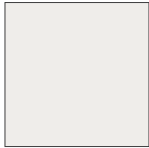
### SellCheck

Ali Norgel  
 International Account Director 701  
 Washington Ave. North, Suite 500  
 Minneapolis, MN 55401  
 Phone: 651-274-2921  
 SellCheck.com

# Colors and support graphics

Vendor Display Guide

## Colors



Background color for displays

### NEUTRAL

C:5 M:5 Y:6 K:0

#### Custom Pantone spot formula

Transparent White .....98.10%  
 Yellow..... 0.20%  
 Pantone 032..... 1.10%  
 Black ..... 0.50%

**LAB:** 93, 1, 2  
 (for satin coating)



Text color for all promo messaging

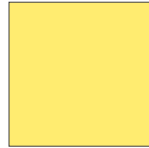
### CHARCOAL

C:0 M:0 Y:0 K:90

#### Custom Pantone spot formula

Transparent White .....54.00%  
 Yellow..... 0.90%  
 Pantone 032..... 12.50%  
 Black .....32.60%

**LAB:** 27, 0, -1  
 (for satin coating)



Color for value circular background graphics

### VALUE YELLOW

C:0 M:4 Y:68 K:0

#### Custom Pantone spot formula

Easy Mix Pantone Yellow17.05%  
 Easy Mix 021 Orange.....1.25%  
 Easy Mix Trans. White.....77.7%  
 Wax Drier..... 4%

**LAB:** 91.4, -2.6, 54.4  
 (for satin coating)  
**Density = 0.56**



Color for W icon and select creative

### BRAND RED

C:0 M:96 Y:100 K:0

#### Custom Pantone spot formula

Easy Mix Blend Rubine...34.36%  
 Easy Mix 021 Orange.....60.63%  
 Easy Mix Pantone Black...1.01%  
 Wax Drier..... 4%

**LAB:** 49.7, 64.0, 45.5  
 (for satin coating)  
**Density = 1.45**

## Important notes:

- All displays and signage must include a satin coating.
- For seasonal displays, vendors must follow the color direction in Seasonal Vendor Toolboxes.

**CLICK HERE** for all seasonal toolboxes

## Fonts

### Tiempos Headline Semibold

Use for primary promotional offers.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

### Tiempos Headline Regular

Use for promotional offer subheads.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

### Tiempos Headline Italic

Use only in the first word of an offer headline (e.g., *Earn*).

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

### Inter Regular

Use for body copy, disclaimers and offer details.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

### Inter Semibold

Use for secondary promotional offers.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

## Important note:

**CLICK HERE** to download fonts.

Font use is limited to materials, applications and experiences created for Walgreen Co. and should only be used where sufficient Walgreens branding is present.

## myW™ icon (only for promos)

- Only to be used for promos that require a myWalgreens™ membership.
- To be used in the lower right corner of display headers and tray fronts



## Cropped W icon (only for floor displays)

- Only to be used on the header of floor displays that do not feature a promo (see sections 7-8)



## W icon (only for beauty table displays)

- Only to be used on the tray front of beauty table displays (see Page 9.2)



## New at Walgreens badges

- Can be used on displays that feature new products
- Vendors can also use their own new call-out treatment if it matches better with their branding.
- New call-outs can only be used up to six months after a new product is launched.

Primary



For dark backgrounds



## Only at Walgreens badges

Can be used on displays that feature a product that is only available at Walgreens

Primary



For dark backgrounds





## Requirements

Proper space is required for price Mylars on all side panel displays, floor stands and skinny towers

- Stores are required to place price Mylars in front of each unique product on a shelf.
- A price Mylar is aligned with the left edge of the product.
- Content cannot be placed on shelf fronts, in spaces where price Mylars are required.



## Shelf front options

### Option 1

- **PREFERRED OPTION**
- **No content on shelf fronts**



### Option 2

- Different products on a shelf
- Content can only be in the top 0.5" of the shelf front
- Shelves can be slightly taller if needed



### Option 3

- Same products on a shelf
- Content can be in the center of the shelf



### INVALID

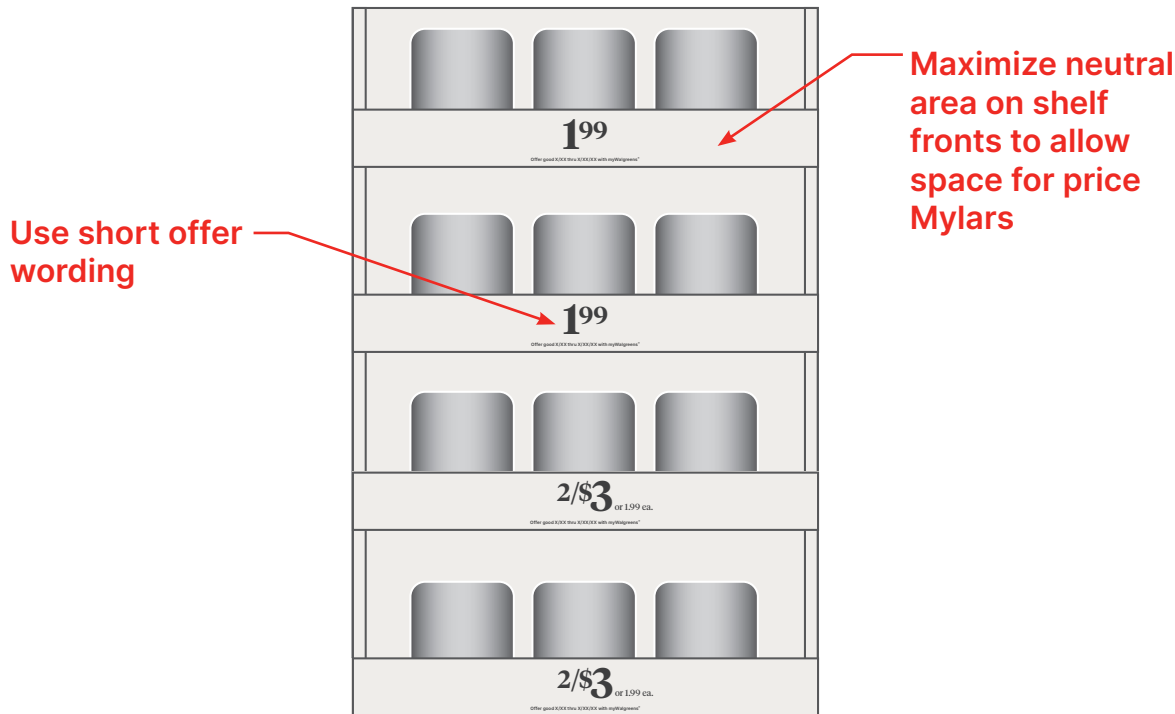
Content will get covered when proper space is not designated for price Mylars



## Usage guidelines

- It is highly recommended that all products on a display share the same promo and place the promo on the header, but in the rare cases when there are multiple promos, they can be featured on each shelf as shown in the example below.
- This approach should only be used for simple offers that have minimal wording.

### Example



### Standard promotions



### Regular price



### New at Walgreens



### Only at Walgreens



## Usage guidelines

- Two-month displays that feature a one-month promo will need a low-tac sticker that can display the promo for the proper one-month timeframe.
- The corner treatment and graphic styles shown below should be used on the sticker in these cases.
- The sticker specifications below are required to ensure the store employees can easily remove the sticker without tearing the display/artwork beneath.

## Sticker specifications

- White, flexible 3.5 mil semigloss vinyl stock with a low-tac adhesive backing.
- Satin coating to be applied to sticker when printing.
- Best results when UV coating is applied to surface prior to mounting sticker.

### Promo sticker example

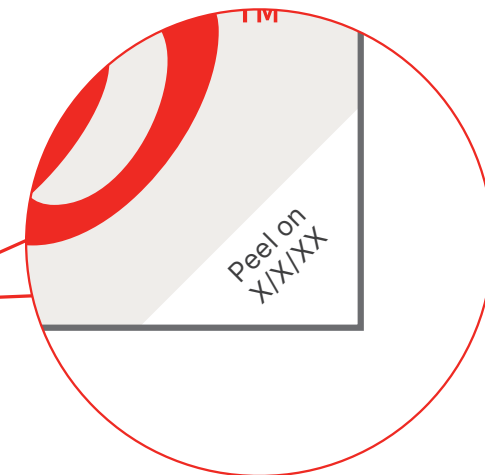
Month 1 (sticker)



Month 2 (printed on the display)



### Promo sticker corner graphic



### Usage guidelines

- A clear call-to-action is required to entice customers to scan the QR code.
- The destination should result in a quick action with easily digestible information that cannot be found in store.
- The destination, featuring additional product information, must aid customer utility while in store.
- Customer tracking and measurement should be planned.
- DO NOT use the QR code to repeat information found on product packaging.
- DO NOT have a destination with long form content (ex. videos longer than one minute).

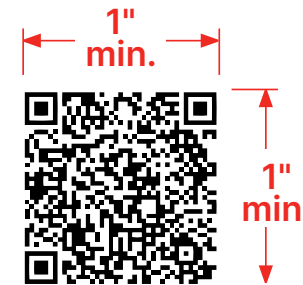
### Placement on displays

- The QR code should be proportionate to copy and a minimum size of 1" square to function properly for mobile devices.
- The QR code needs to be accompanied by a clear call-to-action so customers know what it is for.
- DO NOT have more than one QR code on a display.
- DO NOT use logos/icons/imagery within the QR code that is not easily identified.
- DO NOT place the QR code at or near the bottom of the display where it is hard for customers to scan.

### Generating and validating

- Vendor is responsible for generating a QR code for their own marketing programs.
- Vendor is responsible for QR code validation to ensure it functions properly for their own marketing programs.
- The QR code included in the assets download is only to be used for the coupon templates in this guide. This QR code is already active, but only for IVC and digital coupons in the Walgreens app.

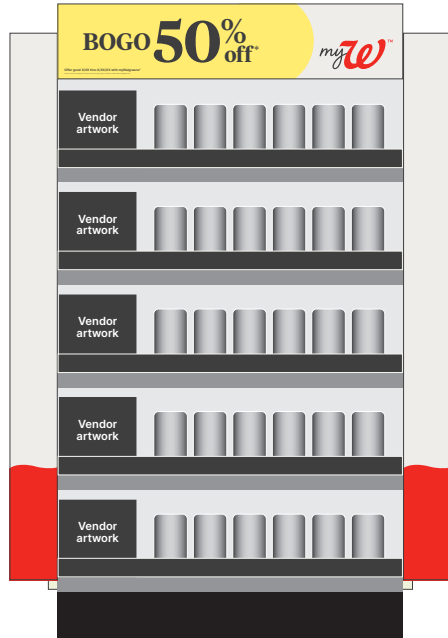
### QR code example



# Endstand

## Vendor Display Guide

Endstand example



Requirements

- All endstands must include a header that follows these value templates.
- Vendors do not need to produce the vertical FEPPs shown since stores already have these FEPPs in place on every endstand.

Standard promotions



Categorywide



Use these templates along with the separate **categorywide one-pager** that includes exact offer and disclaimer verbiage.

**CLICK HERE** for current monthly one-pagers

Coupons



To be used for IVC and digital coupons that are available to all customers. Dollar amount must equal total value of all coupons.

Targeted coupons



To be used for digital coupons that vary by customer. Dollar amount must equal smallest coupon available to all customers.

Gift card



Mail-in rebate



Regular price



General (multiple offers)



New at Walgreens



Only at Walgreens



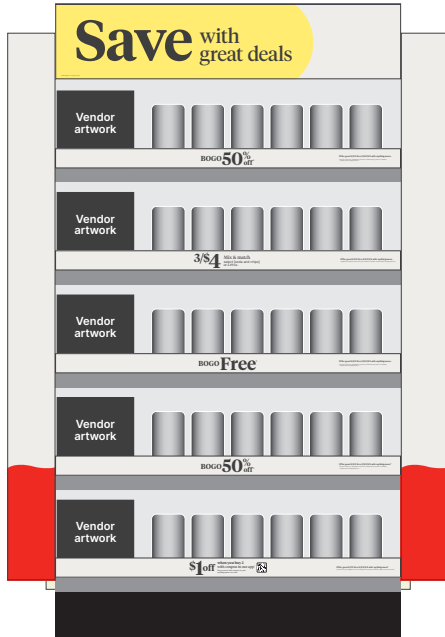
Walgreens Cash rewards



Register Rewards®



Endstand example

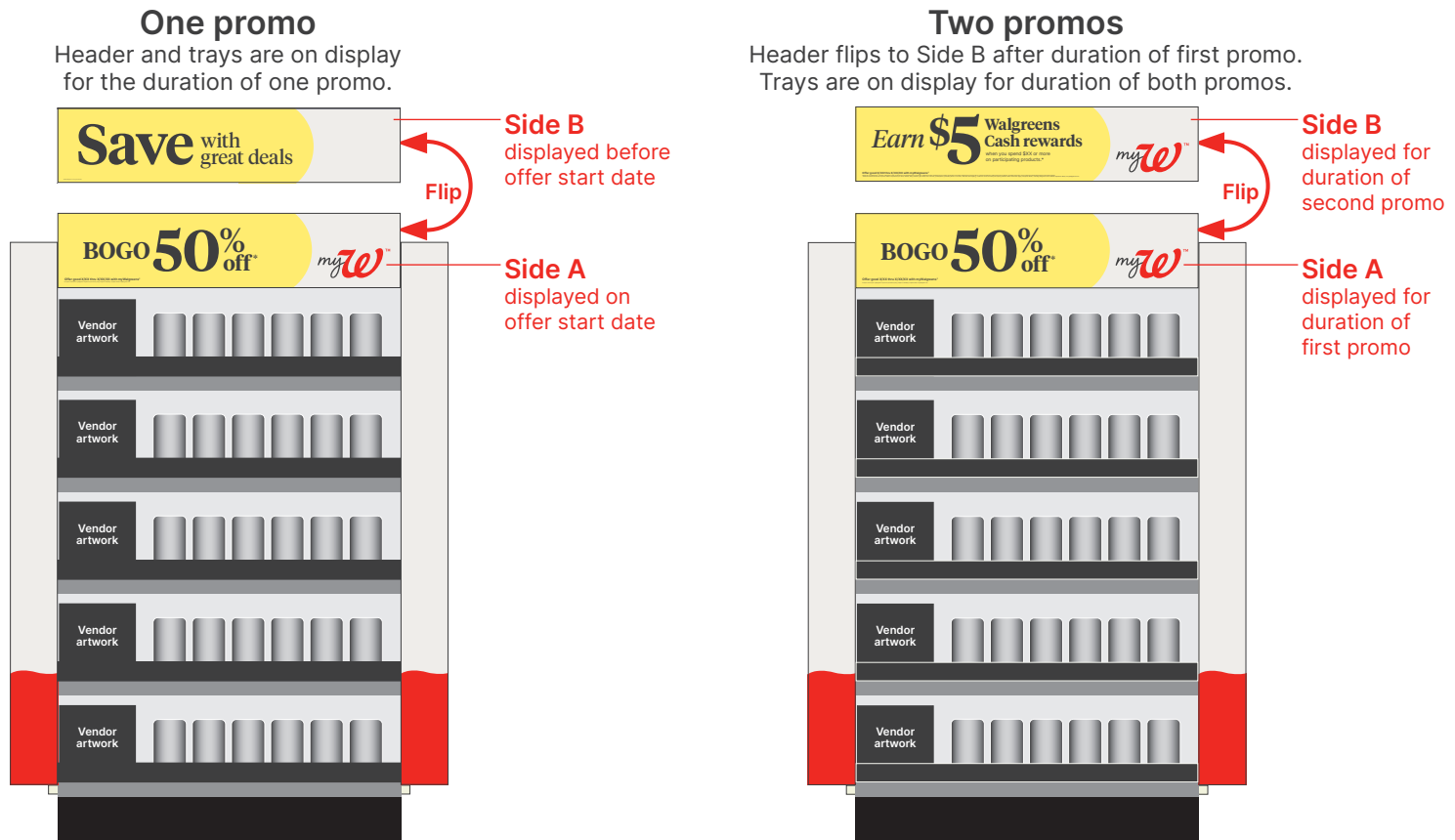


Requirements

- If a tray does not feature a promo, vendors may use their own brand logo and colors.
- All endstands must include a header that follows these value templates.
- Vendors do not need to produce the vertical FEPPs shown since stores already have these FEPPs in place on every endstand.

	36" trays	18" trays
Standard promotions	Only <b>5<sup>99</sup></b>	Only <b>5<sup>99</sup></b>
	From <b>10<sup>99</sup></b>	From <b>10<sup>99</sup></b>
	Under <b>\$11</b>	Under <b>\$11</b>
	<b>2/12<sup>99</sup></b>	<b>2/12<sup>99</sup></b>
	<b>3/4</b>	<b>3/4</b>
	BOGO <b>50% off</b>	BOGO <b>50% off</b>
	BOGO <b>Free</b>	BOGO <b>Free</b>
Categorywide	BOGO <b>50% off</b>	BOGO <b>50% off</b>
	BOGO <b>Free</b>	BOGO <b>Free</b>
	Buy 2 get 1st <b>Free</b>	Buy 2 get 1st <b>Free</b>
Coupons	<b>\$1 off</b>	<b>\$1 off</b>
	To be used for IVC and digital coupons that are available to all customers.	
Targeted coupons	Save <b>\$2 off</b>	Save <b>\$2 off</b>
To be used for digital coupons that vary by customer. Dollar amount must equal smallest coupon available to all customers.		
Walgreens Cash rewards	Earn <b>\$5</b>	Earn <b>\$5</b>
Register Rewards®	Earn <b>\$5 off</b>	Earn <b>\$5 off</b>
Gift card	<b>Free</b> gift card	<b>Free</b> gift card
Mail-in rebate	<b>\$2</b> mail-in rebate	<b>\$2</b> mail-in rebate
Regular price	Only <b>5<sup>99</sup></b>	Only <b>5<sup>99</sup></b>
New at Walgreens	<b>New</b> at Walgreens	<b>New</b> at Walgreens
Only at Walgreens	<b>Only</b> at Walgreens	<b>Only</b> at Walgreens
Two promotions	BOGO <b>50% off</b> + Earn <b>\$5</b>	BOGO <b>50% off</b> + Earn <b>\$5</b>

Use these templates along with the separate **categorywide one-pager** that includes exact offer and disclaimer verbiage. **CLICK HERE** for current monthly one-pagers.



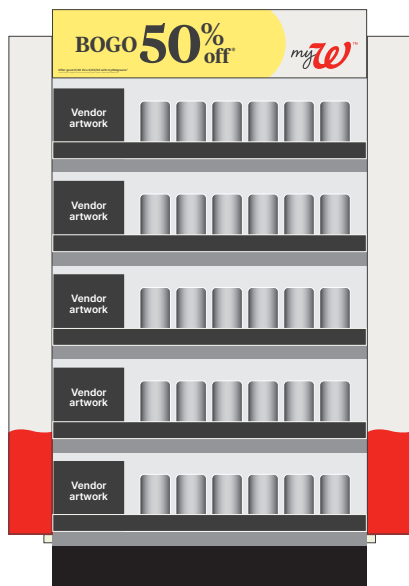
Both sides are necessary because stores occasionally set endstands prior to the offer start date.

Vendors must use the die line files provided in the assets download because they already include the necessary artwork for Side B.

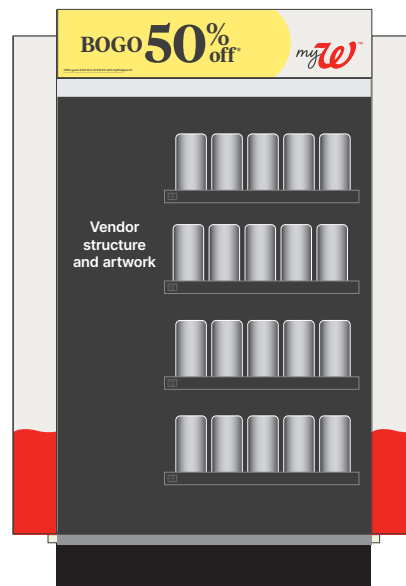


### Tray/shelf box example

Header with one promotion for the full endstand

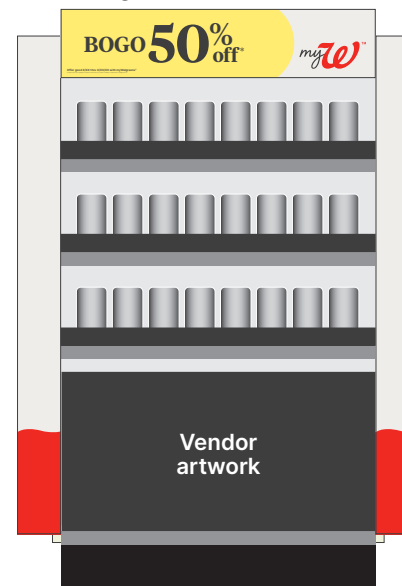


### Drop-in display example



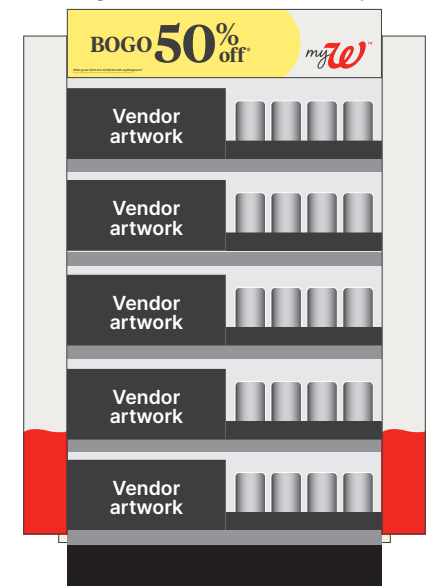
### Low volume example 1

(large shelf box at bottom)

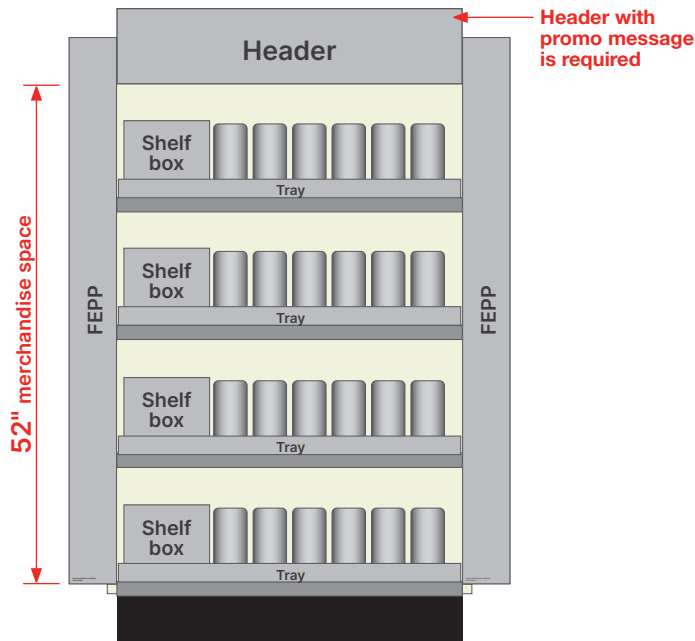


### Low volume example 2

(large shelf boxes with 18" trays)



These examples demonstrate ways in which unused merchandise space can be filled with shelf boxes that feature vendor artwork. Your solution may be customized as needed.

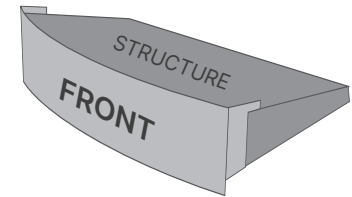


### Requirements

- Vendors must follow all requirements on Page 1.1.
- Header with promo is required. Please work with your category manager and the in-store marketing design team to coordinate.
- FEPPs are not needed since long-term FEPPs are being used in stores.
- Merchandise space is set to a fixed height of 52". All shelf configurations (with products and trays) must fit within this height and allow additional space for easy placement/removal of products.

### Header (required)

- Only front panel is needed since stores already have header structures
- Header material: 24 pt. cardstock
- Must use die lines in the assets download in order to fit properly on the existing structure
- Header is reserved for promo message only and cannot include vendor branding or other messaging

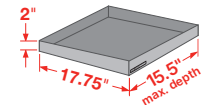
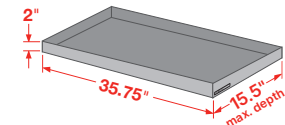


Header die lines included in assets download

### Endstand trays

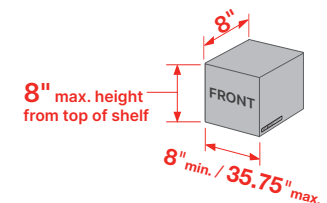
- Only the two size options shown can be used
- Tray front is reserved for promo message or curation theme message
- Tray riser inserts must be included for smaller products

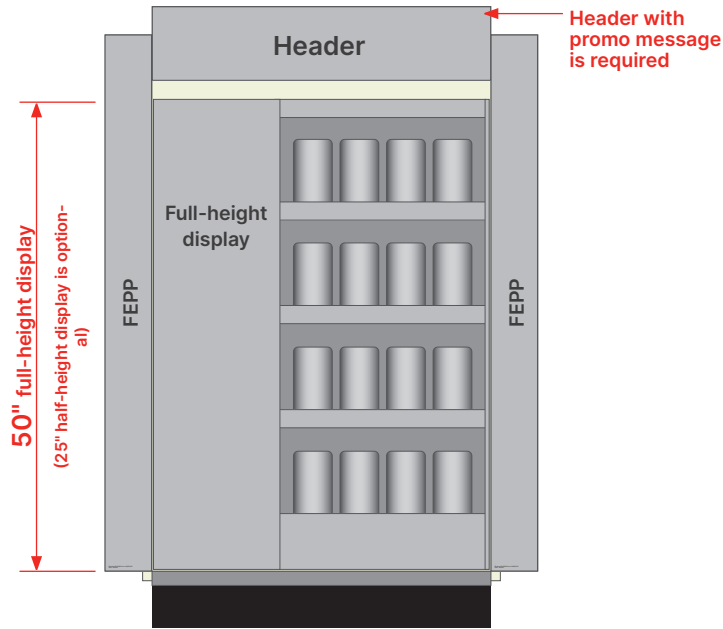
All dimensions are outside dimensions



### Shelf boxes (optional)

- Reserved for vendor logo/artwork/message
- Placed in the tray, in place of products
- The bottom 2" will be covered by the tray front and cannot have artwork
- If placed on a tray riser, the height must be adjusted so the total height of shelf box with riser does not exceed 8"





### Requirements

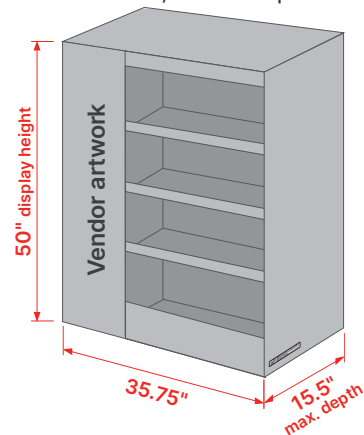
- Vendors must follow all requirements on Page 1.1.
- Header with promo is required. Please work with your category manager and the in-store marketing design team to coordinate.
- FEPPs are not needed since long-term FEPPs are being used in stores.
- Display space is set to a fixed height of 50" for full-height displays and 25" for half-height displays.
- All display shelf fronts must be a height of 2" to allow adequate space for price Mylars.
- All displays must be constructed to last for the entire in-store duration and load-tested to support the weight of the merchandise without being top heavy.

### Full-height display

- Two options are shown below for vendor logo/artwork/message placement
- No artwork is permitted across the top front of the display

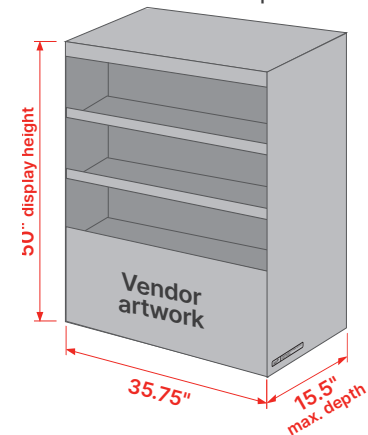
#### Option 1

Vendor artwork space on front, vertical panel



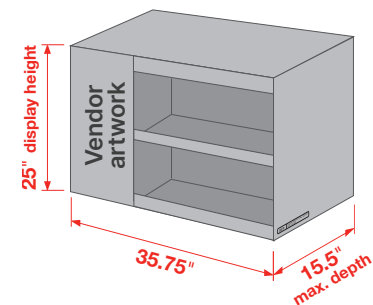
#### Option 2

Vendor artwork space on bottom panel



### Half-height display

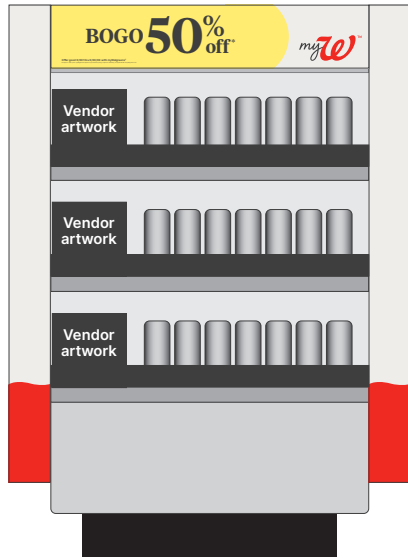
- Vertical space on front of display is reserved for vendor logo/artwork/message
- No artwork is permitted across the top front of the display



# COS endstand

## Vendor Display Guide

Endstand example



Requirements

- All COS (cosmetics) endstands must include a header that follows these value templates.
- Vendors do not need to produce the vertical FEPPs shown since stores already have these FEPPs in place on every endstand.

Standard promotions

Only **5<sup>99</sup>**

From **10<sup>99</sup>**

Under **\$11**

**2/12<sup>99</sup>** or 799 ea.

**3/\$4** Mix & match select items only. See store for details.

BOGO **50% off**

BOGO **Free**

Categorywide

BOGO **50% off** Mix & match category name

BOGO **Free** Mix & match category name

Buy 2 get 3rd **Free** Mix & match category name

Use these templates along with the separate **categorywide one-pager** that includes exact offer and disclaimer verbiage. **CLICK HERE** for current monthly one-pagers

Coupons

Up to **\$6 off** with coupons in our app

To be used for IVC and digital coupons that are available to all customers. Dollar amount must equal total value of all coupons.

Targeted coupons

Save **\$2 or more** with coupons in our app

To be used for digital coupons that vary by customer. Dollar amount must equal smallest coupon available to all customers.

Walgreens Cash rewards

Earn **\$5** Walgreens Cash rewards

Register Rewards®

Earn **\$5 off** your next purchase with Register Rewards®

Gift card

**Free** 5XX [name] gift card

Mail-in rebate

**\$2** Mail-in rebate

Regular price

**Only 5<sup>99</sup>**

General (multiple offers)

**Save** with great deals

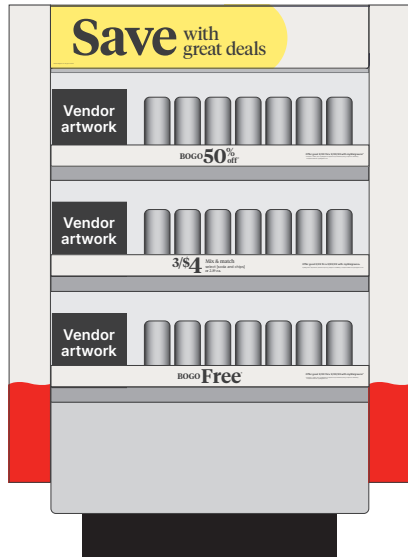
New at Walgreens

**New** at Walgreens

Only at Walgreens

**Only** at Walgreens

Endstand example



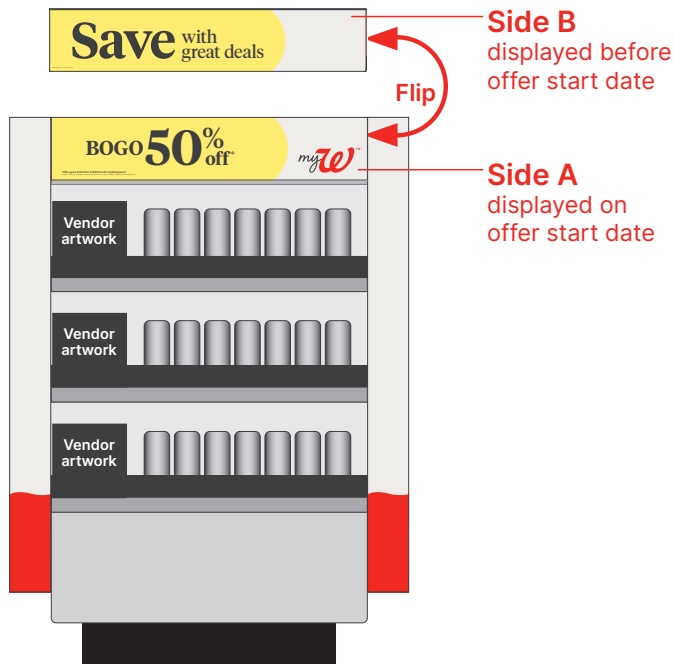
Requirements

- If a tray does not feature a promo, vendors may use their own brand logo and colors.
- All endstands must include a header that follows these value templates.
- Vendors do not need to produce the vertical FEPPs shown since stores already have these FEPPs in place on every endstand.

	30" trays	15" trays
Standard promotions	Only <b>5<sup>99</sup></b>	Only <b>5<sup>99</sup></b>
	From <b>10<sup>99</sup></b>	From <b>10<sup>99</sup></b>
	Under <b>\$11</b>	Under <b>\$11</b>
	<b>2/12<sup>99</sup></b>	<b>2/12<sup>99</sup></b>
	<b>3/\$4</b> (Min. 4 match)	<b>3/\$4</b> (Min. 4 match)
	<b>BOGO 50% off</b>	<b>BOGO 50% off</b>
	<b>BOGO Free</b>	<b>BOGO Free</b>
Categorywide	<b>BOGO 50% off</b> (Min. 4 match)	<b>BOGO 50% off</b> (Min. 4 match)
	<b>BOGO Free</b> (Min. 4 match)	<b>BOGO Free</b> (Min. 4 match)
	<b>Buy 2 get 3rd Free</b> (Min. 4 match)	<b>Buy 2 get 3rd Free</b> (Min. 4 match)
Coupons	<b>\$1 off</b> (When you buy 2)	<b>\$1 off</b> (When you buy 2)
	To be used for IVC and digital coupons that are available to all customers.	
Targeted coupons	<b>Save \$2 or more</b>	<b>Save \$2 or more</b>
	To be used for digital coupons that vary by customer. Dollar amount must equal smallest coupon available to all customers.	
Walgreens Cash rewards	<b>Earn \$5</b> Walgreens Cash	<b>Earn \$5</b> Walgreens Cash
Register Rewards®	<b>Earn \$5 off</b>	<b>Earn \$5 off</b>
Gift card	<b>Free</b> (XX type) gift card	<b>Free</b> (XX type) gift card
Mail-in rebate	<b>\$2</b> Mail-in rebate	<b>\$2</b> Mail-in rebate
Regular price	Only <b>5<sup>99</sup></b>	Only <b>5<sup>99</sup></b>
New at Walgreens	<b>New</b> at Walgreens	<b>New</b> at Walgreens
Only at Walgreens	<b>Only</b> at Walgreens	<b>Only</b> at Walgreens
Two promotions	<b>BOGO 50% off + Earn \$5</b> Walgreens Cash	<b>BOGO 50% off + \$5</b> Walgreens Cash

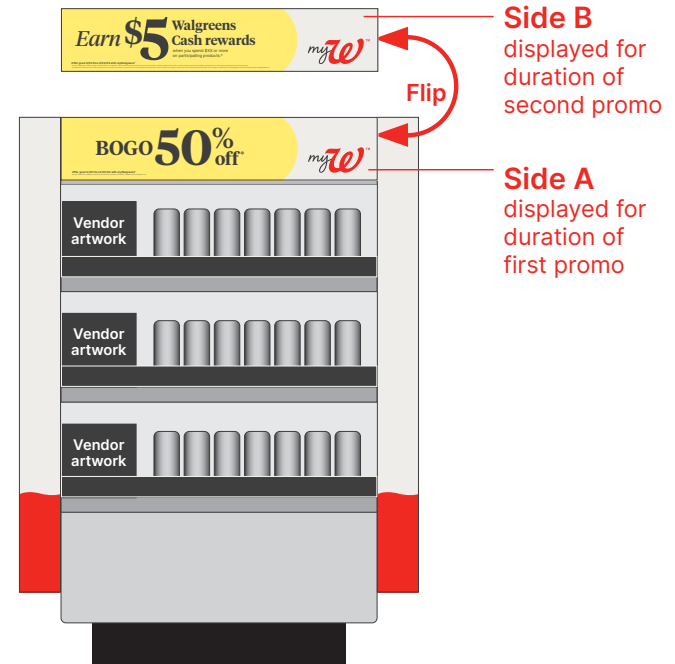
### One promo

Header and trays are on display for the duration of one promo.



### Two promos

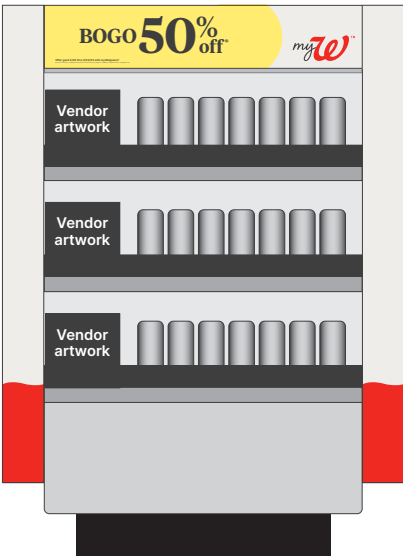
Header flips to Side B after duration of first promo. Trays are on display for duration of both promos.



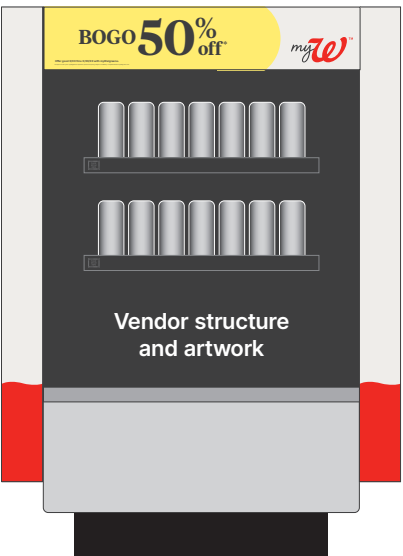
Both sides are necessary because stores occasionally set endstands prior to the offer start date.

Vendors must use the die line files provided in the assets download because they already include the necessary artwork for Side B.

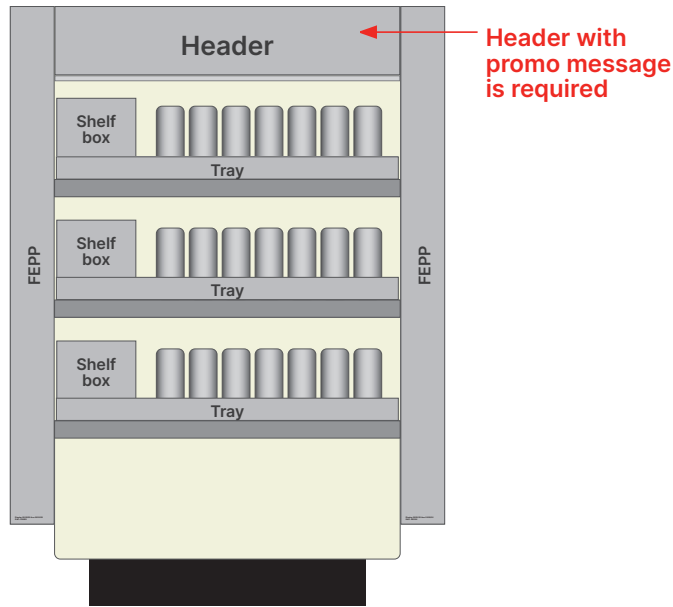
Tray/shelf box example



Drop-in display example





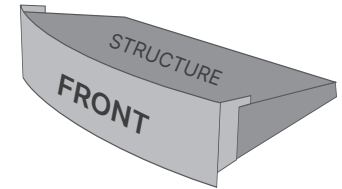


### Requirements

- Vendors must follow all requirements on Page 1.1.
- Header with promo is required. Please work with your category manager and the in-store marketing design team to coordinate.
- FEPPs are not needed since long-term FEPPs are being used in stores.
- Merchandise space is set to a fixed height of 30". All shelf configurations (with products and trays) must fit within this height and allow additional space for easy placement/removal of products.

### Header (required)

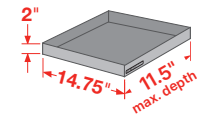
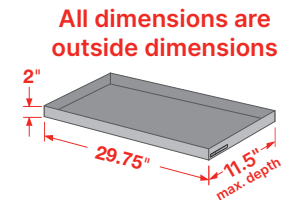
- Only front panel is needed since stores already have header structures
- Header material: 24 pt. cardstock
- Must use die lines in the assets download in order to fit properly on the existing structure
- Header is reserved for promo message only and cannot include vendor branding or other messaging



Header die lines included in assets download

### Endstand trays

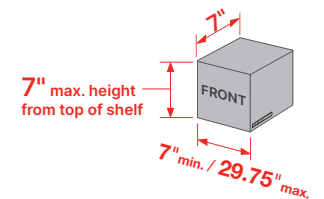
- Only the two size options shown can be used
- Tray front is reserved for promo message or curation theme message
- Tray riser inserts must be included for smaller products

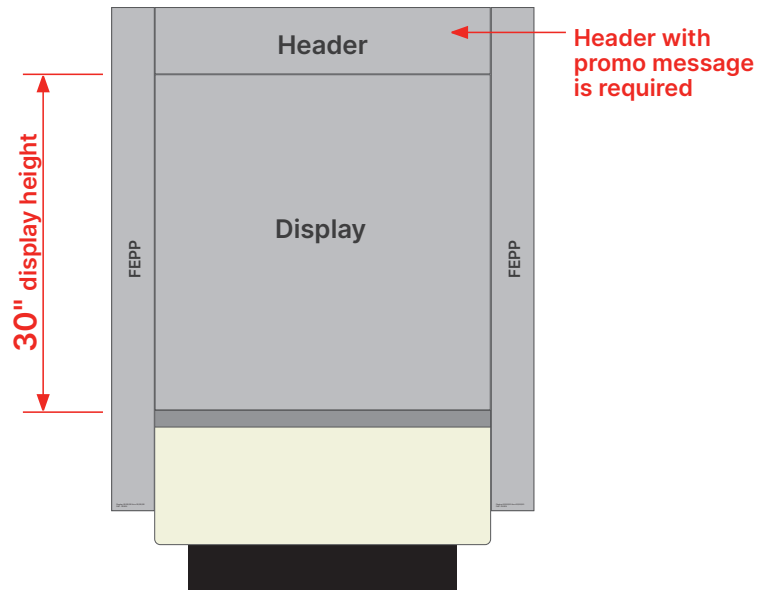


All dimensions are outside dimensions

### Shelf boxes (optional)

- Reserved for vendor logo/artwork/message
- Placed in the tray, in place of products
- The bottom 2" will be covered by the tray front and cannot have artwork
- If placed on a tray riser, the height must be adjusted so the total height of shelf box with riser does not exceed 8"



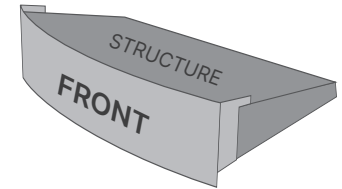


### Requirements

- Vendors must follow all requirements on Page 1.1.
- Header with promo is required. Please work with your category manager and the in-store marketing design team to coordinate.
- FEPPs are not needed since long-term FEPPs are being used in stores.
- Display space is set to a fixed height of 30".
- All display shelf fronts must be a height of 2" to allow adequate space for price Mylars.
- All displays must be constructed to last for the entire in-store duration and load-tested to support the weight of the merchandise without being top heavy.

### Header (required)

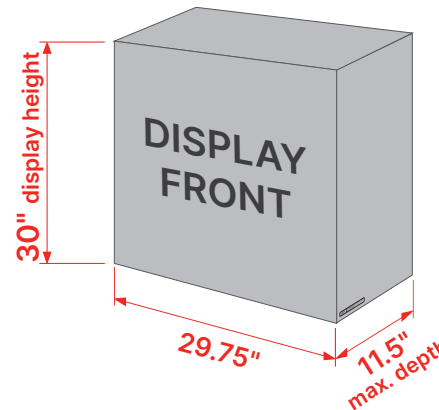
- Only front panel is needed since stores already have header structures
- Header material: 24 pt. card stock
- Must use die lines in the assets download in order to fit properly on the existing structure
- Header is reserved for promo message only and cannot include vendor branding or other messaging



Header die lines included in assets download

### Full-height display

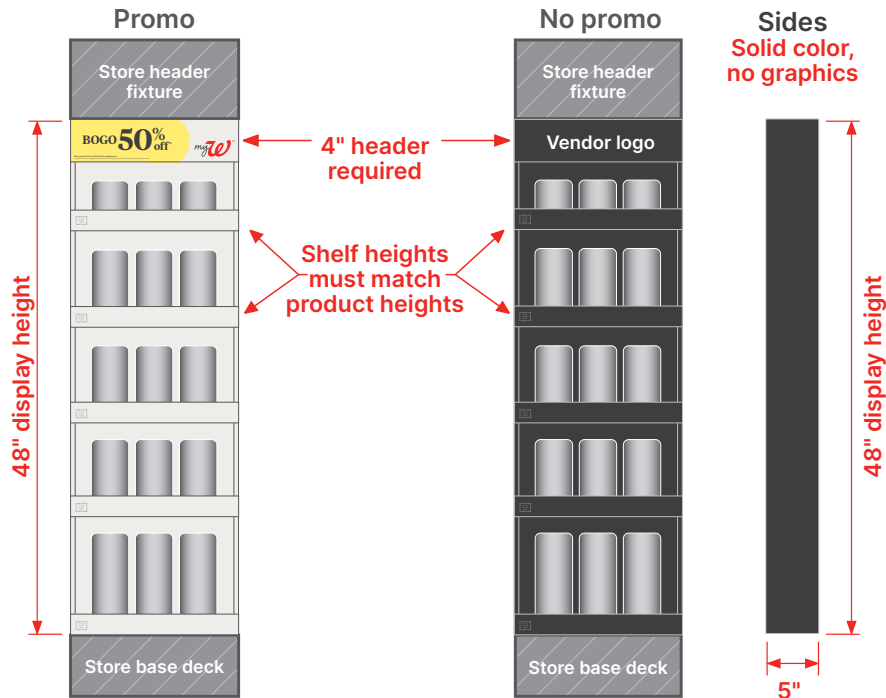
No artwork is permitted across the top front of the display



# Side panel display

Vendor Display Guide

## Side panel display examples (Standard size)



### Requirements

- Vendors must use these templates for all value messaging on displays.
- For seasonal displays, vendors must follow the creative direction in Seasonal Vendor Toolboxes.

[CLICK HERE](#) for all seasonal toolboxes.

### Standard promotions



### Categorywide



Use these templates along with the separate **categorywide one-pager** that includes exact offer and disclaimer verbiage.

[CLICK HERE](#) for current monthly one-pagers.

### Walgreens Cash rewards



### Register Rewards®



### Coupons



To be used for IVC and digital coupons that are available to all customers.

### Targeted coupons



To be used for digital coupons that vary by customer. Dollar amount must equal smallest coupon available to all customers.

### Mail-in rebate



### Regular price



### New at Walgreens

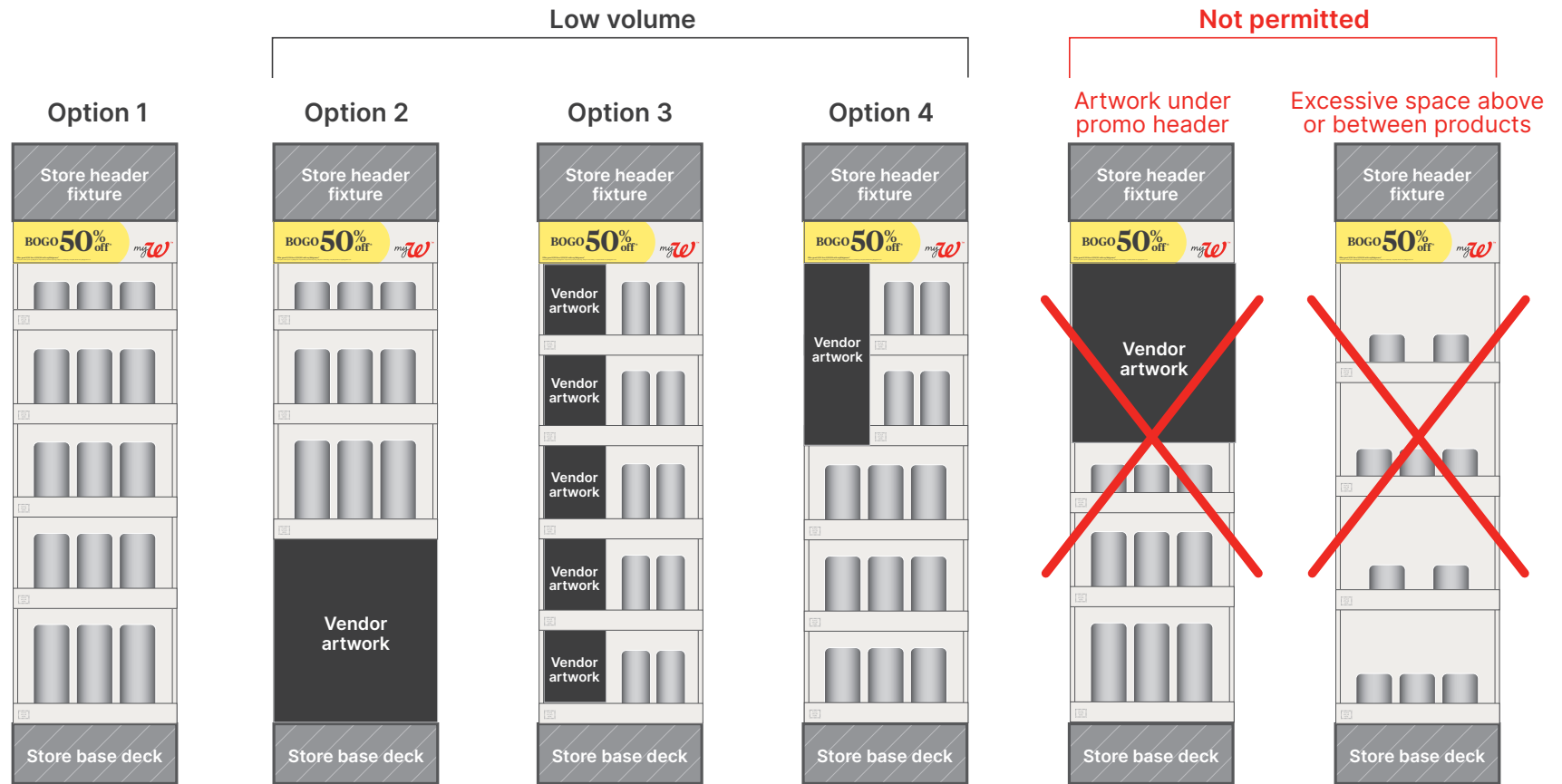


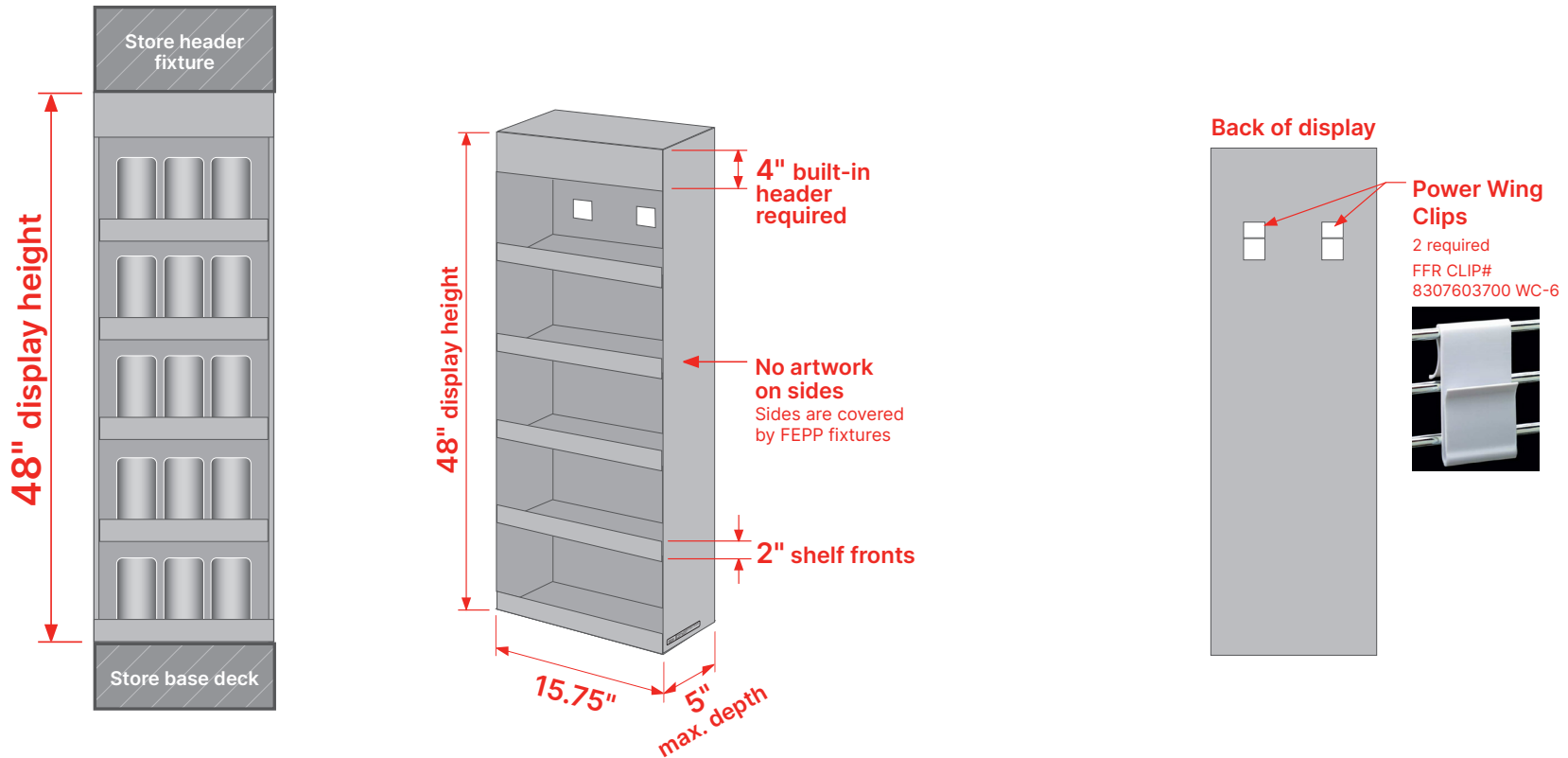
### Gift card



### Only at Walgreens





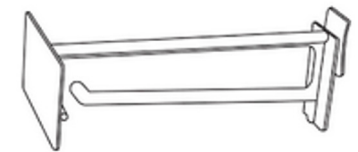


### Requirements

- Must follow all requirements on Page 1.1.
- 4" built-in header is required. Headers larger or smaller than 4" are not permitted.
- Shelf heights must be customized to match product heights and avoid large gaps above products.
- Entire display height must be used by one vendor.
- Must be constructed to support the weight of all merchandise when hung on two Power Wing Clips.
- Must be shipped with two Power Wing Clips.

### Important note:

If peg hooks are used, face plates are required for price Mylars.

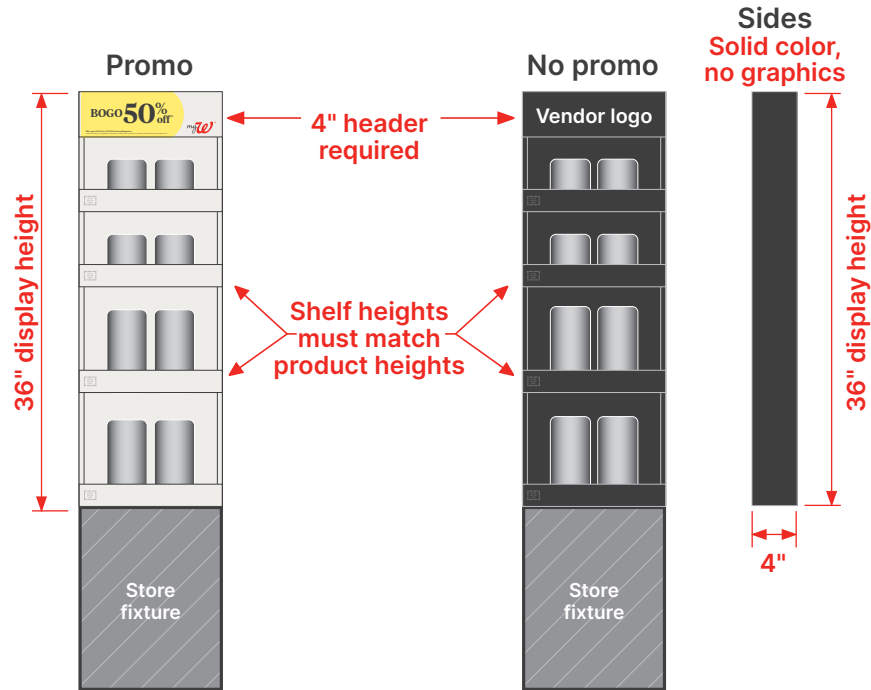


# COS side panel display

Vendor Display Guide

## COS side panel display examples

(Only for side panels on COS endstands)



### Requirements

- Vendors must use these templates for all value messaging on displays.
- For seasonal displays, vendors must follow the creative direction in Seasonal Vendor Toolboxes.

[CLICK HERE](#) for all seasonal toolboxes.

#### Standard promotions



#### Categorywide



Use these templates along with the separate **categorywide one-pager** that includes exact offer and disclaimer verbiage.

**CLICK HERE** for current monthly one-pagers.

#### Walgreens Cash rewards



#### Register Rewards®



#### Coupons



To be used for IVC and digital coupons that are available to all customers.

#### Targeted coupons



To be used for digital coupons that vary by customer. Dollar amount must equal smallest coupon available to all customers.

#### Mail-in rebate



#### Regular price



#### New at Walgreens



#### Gift card

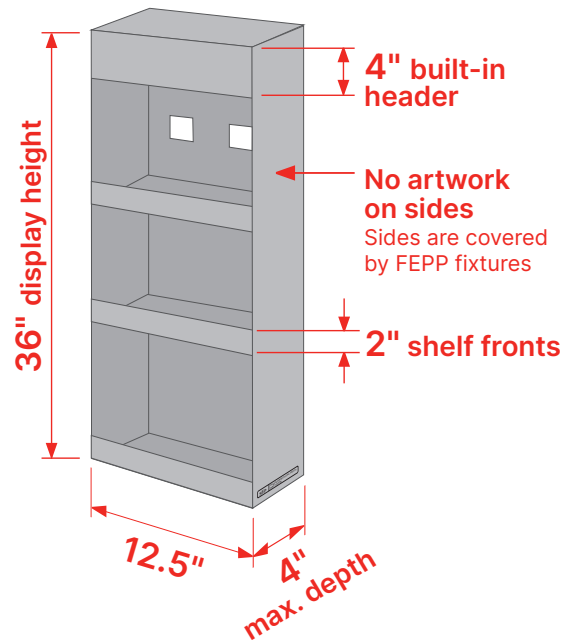
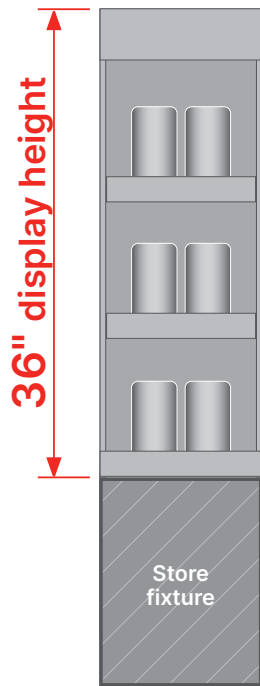


#### Only at Walgreens









Back of display



**Power Wing Clips**

2 required  
FFR CLIP#  
8307603700 WC-6

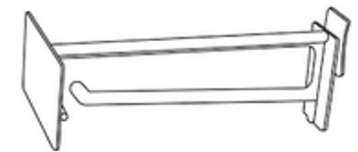


### Requirements

- Must follow all requirements on Page 1.1.
- 4" built-in header is required. Headers larger or smaller than 4" are not permitted.
- Shelf heights must be customized to match product heights and avoid large gaps above products.
- Entire display height must be used by one vendor.
- Must be constructed to support the weight of all merchandise when hung on two Power Wing Clips.
- Must be shipped with two Power Wing Clips.

**Important note:**

If peg hooks are used, face plates are required for price Mylars.

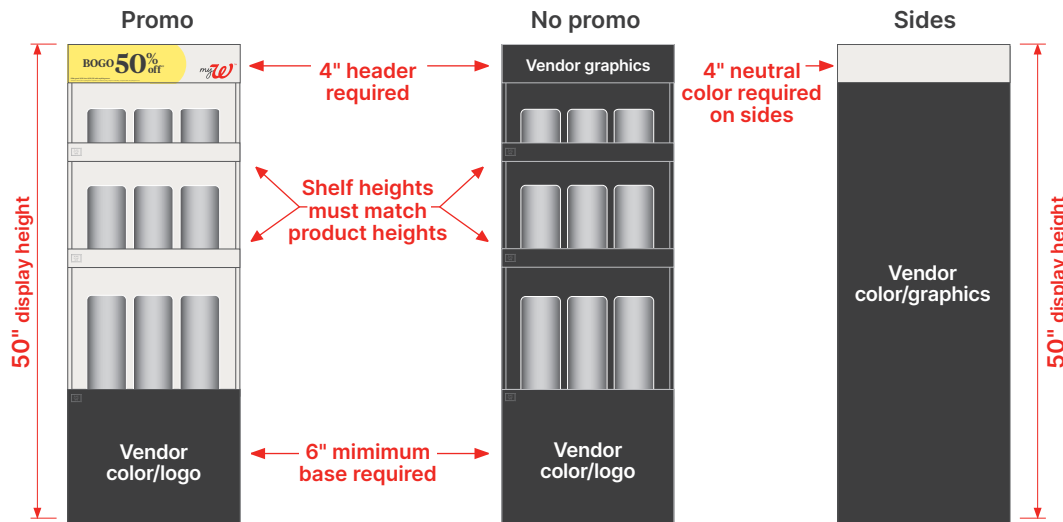


# Floor stand

## Vendor Display Guide

## Floor stand examples

(Maximum size: 18" W x 18" D x 50" H)

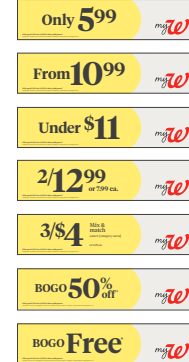


## Requirements

- Vendors must use these templates for all value messaging on displays.
- For seasonal displays, vendors must follow the creative direction in Seasonal Vendor Toolboxes.

[CLICK HERE](#) for all seasonal toolboxes.

### Standard promotions



### Categorywide



Use these templates along with the separate **categorywide one-pager** that includes exact offer and disclaimer verbiage.

[CLICK HERE](#) for current monthly one-pagers.

### Coupons



To be used for IVC and digital coupons that are available to all customers.

### Targeted coupons



To be used for digital coupons that vary by customer. Dollar amount must equal smallest coupon available to all customers.

### Walgreens Cash rewards



### Register Rewards®



### Mail-in rebate



### Regular price



### New at Walgreens



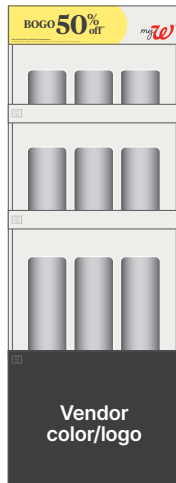
### Gift card



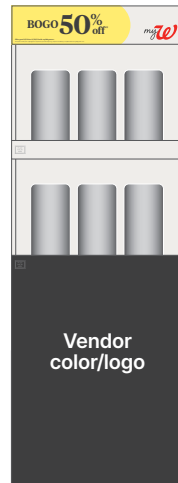
### Only at Walgreens



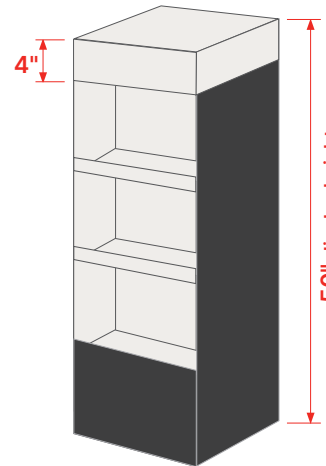
Option 1



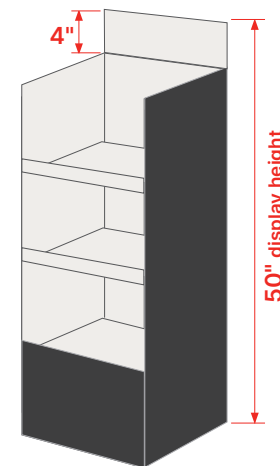
Option 2  
(low volume)



Header option 1  
(built in to structure)

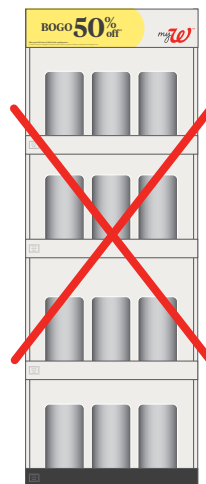


Header option 2  
(card on back)

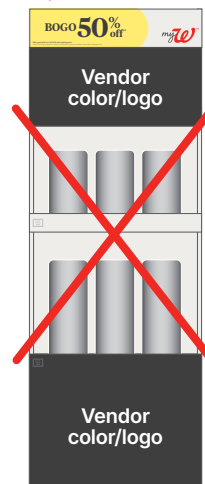


**Not permitted**

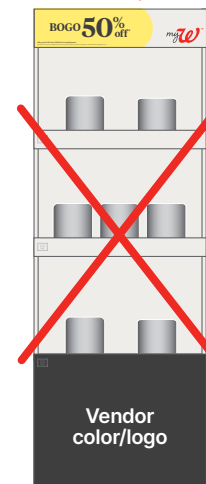
Base smaller than 6"

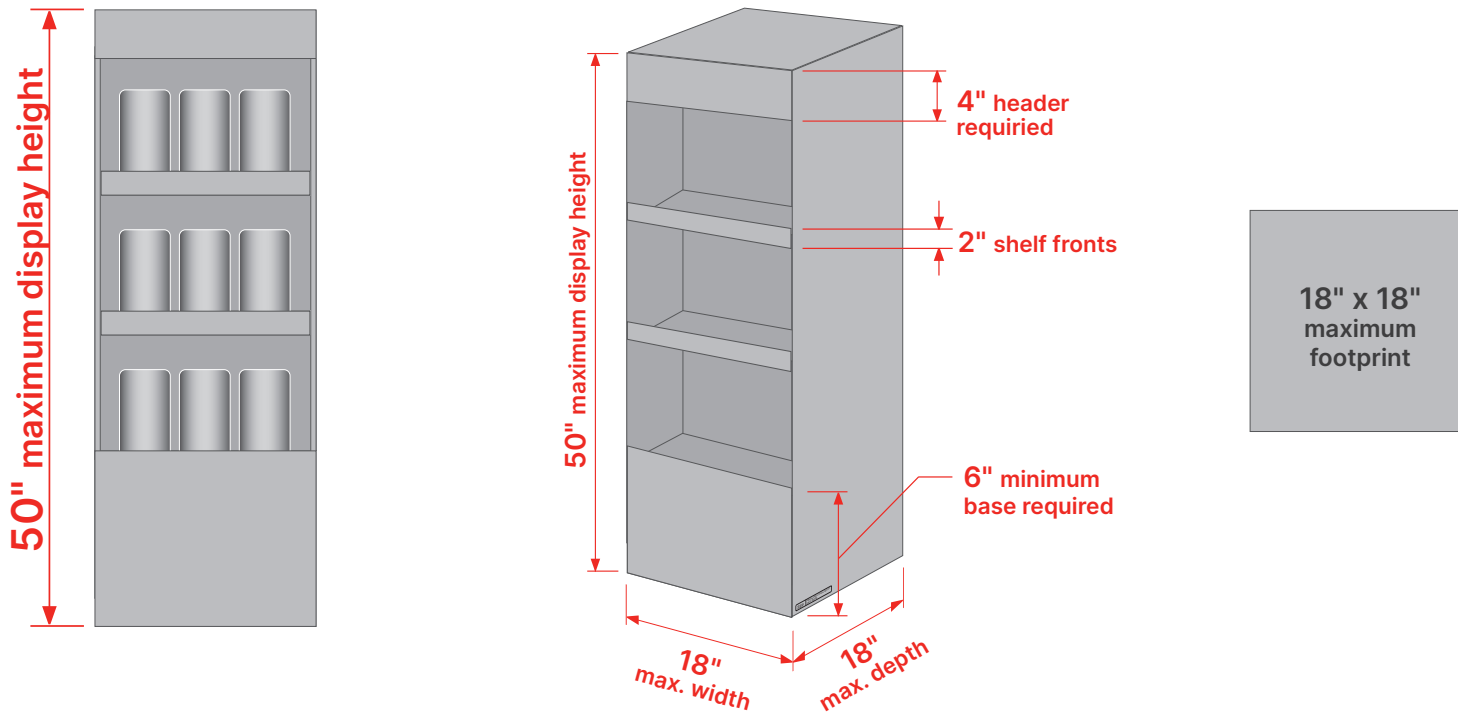


Artwork under promo header



Excessive space above or between products





## Requirements

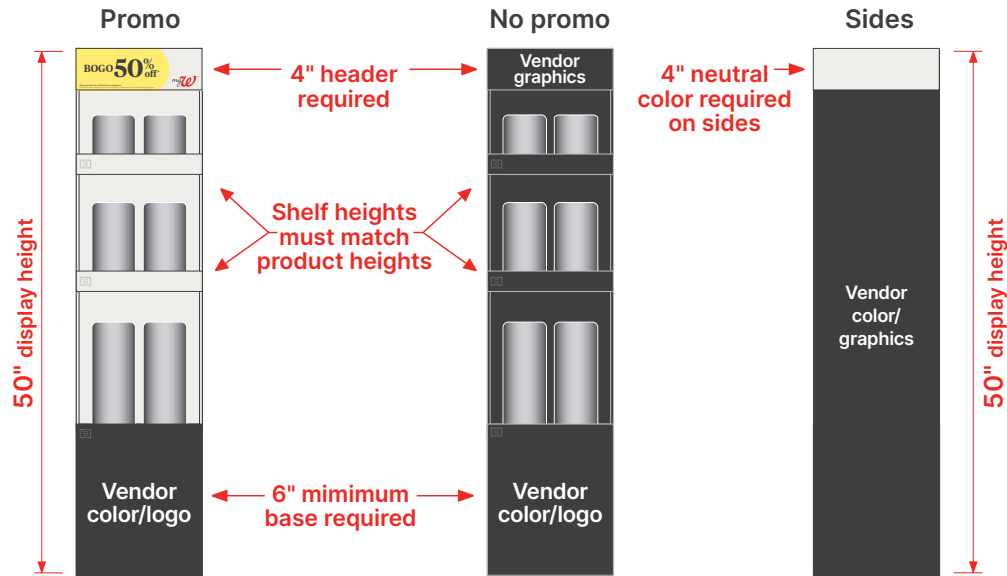
- Must follow all requirements on Page 1.1.
- Bottom shelf must be at least 6" from the floor to comply with FDA regulations.
- 4" built-in header is required. Headers larger or smaller than 4" are not permitted.
- Shelf heights must be customized to match product heights and avoid large gaps above products.
- Product shelving can be on one or two sides of the display depending on the merchandising.
- Must be constructed to support the weight of all merchandise.

# Skinny tower

## Vendor Display Guide

## Skinny tower examples

(Maximum size: 12" W x 12" D x 50" H)



## Requirements

- Vendors must use these templates for all value messaging on displays.
- For seasonal displays, vendors must follow the creative direction in Seasonal Vendor Toolboxes.

[CLICK HERE](#) for all seasonal toolboxes.

### Standard promotions



### Categorywide



Use these templates along with the separate **categorywide one-pager** that includes exact offer and disclaimer verbiage.

[CLICK HERE](#) for current monthly one-pagers.

### Walgreens Cash rewards



### Register Rewards®



### Coupons



To be used for IVC and digital coupons that are available to all customers.

### Targeted coupons



To be used for digital coupons that vary by customer. Dollar amount must equal smallest coupon available to all customers.

### Mail-in rebate



### Regular price



### New at Walgreens



### Gift card

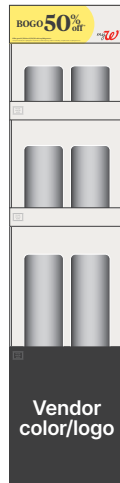


### Only at Walgreens





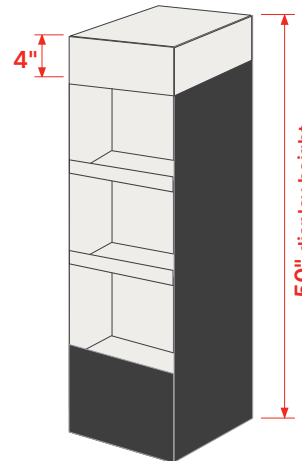
Option 1



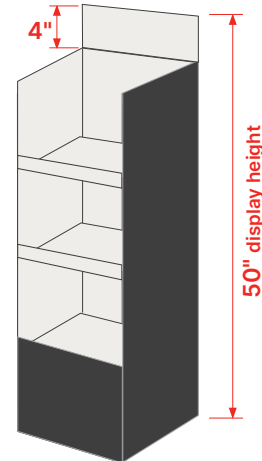
Option 2  
(low volume)



Header option 1  
(built in to structure)

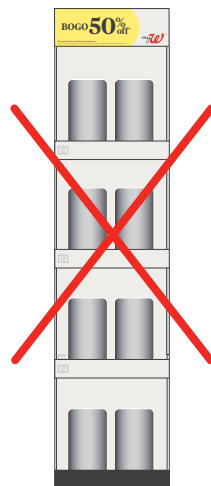


Header option 2  
(card on back)

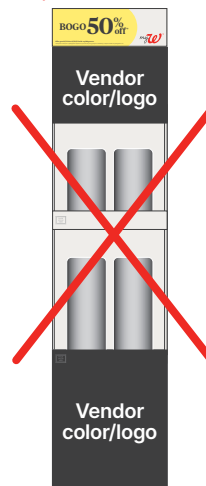


**Not permitted**

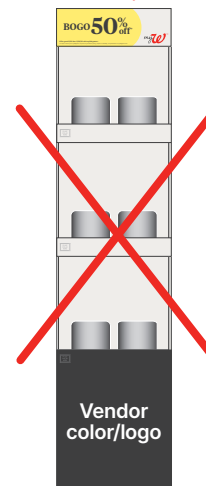
Base smaller than 6"

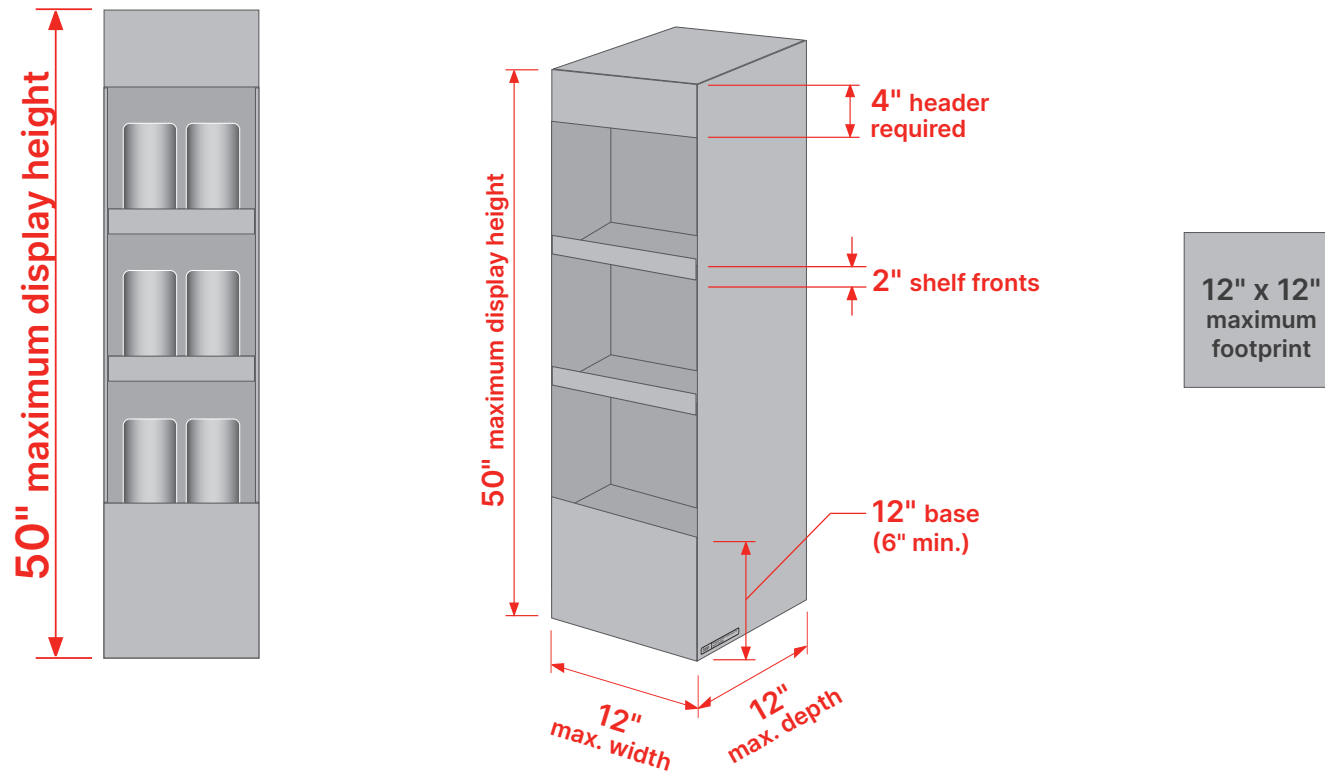


Artwork under promo header



Excessive space above or between products





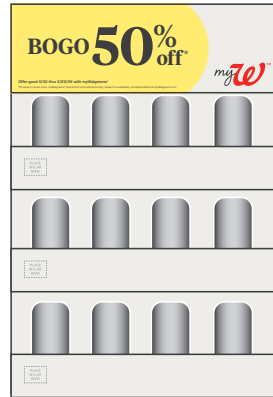
## Requirements

- Must follow all requirements on Page 1.1.
- Bottom shelf must be at least 6" from the floor to comply with FDA regulations.
- 4" built-in header is required. Headers larger or smaller than 4" are not permitted.
- Shelf heights must be customized to match product heights and avoid large gaps above products.
- Product shelving can be on one or two sides of the display depending on the merchandising.
- Must be constructed to support the weight of all merchandise.

# Other displays

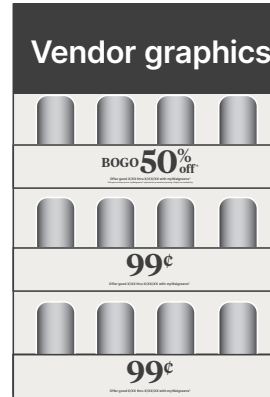
Vendor Display Guide

Promo on header



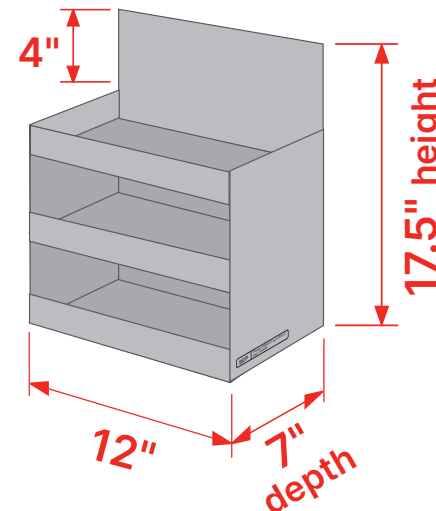
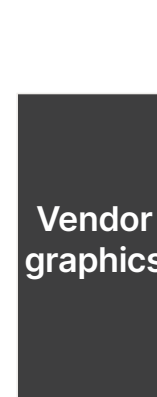
Similar size header templates on Page 6.1

Promo on shelves



Similar size tray templates on Page 2.5

Sides

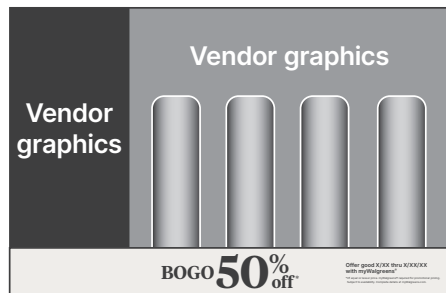


Requirements

- Must follow all requirements on Page 1.1.
- Vendors must use the templates in this guide for all value messaging on displays.
- For seasonal displays, vendors must follow the creative direction in Seasonal Vendor Toolboxes.

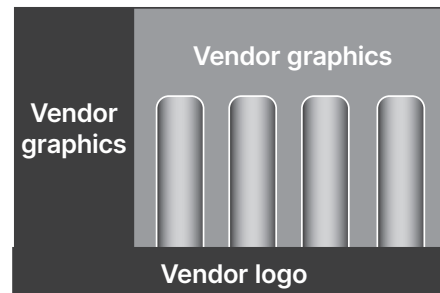
[CLICK HERE](#) for all seasonal toolboxes.

## Promo



18" tray front templates  
on Page 3.2

## No promo

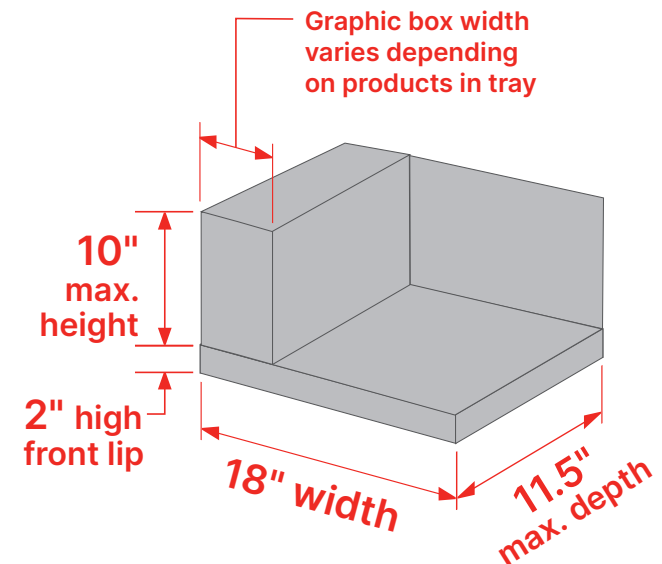


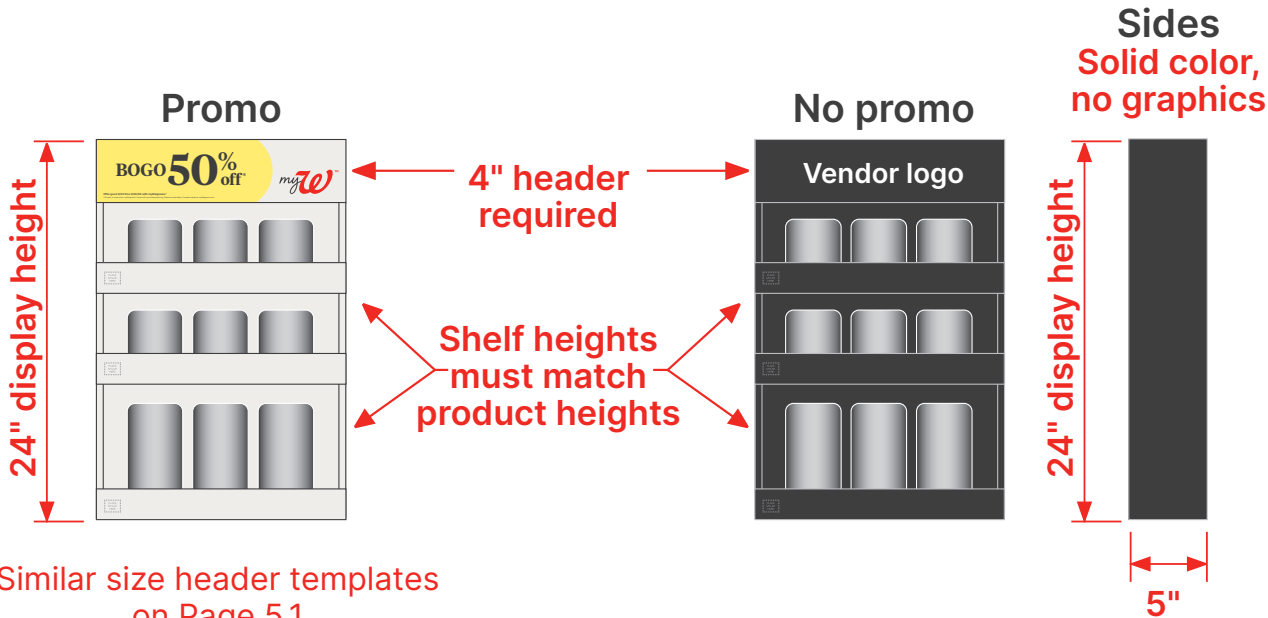
## Requirements

- Must follow all requirements on Page 1.1.
- Proposed displays must be 12" H x 18" W x 11.5" D to adhere to Cos table space requirements.
- All display shelf fronts must be 2" high.
- Displays must include a graphic box on the left side, which can vary in size but be large enough to show vendor artwork. Size will depend on the size of product, which stays within the 18" total width that is allowed.
- All displays must be constructed to last for the entire in-store duration.

## Prior to production

- All creative for displays must be approved by Walgreens vendor creative approval.
- Above is an example of how promotional messaging should be included on displays when applicable.





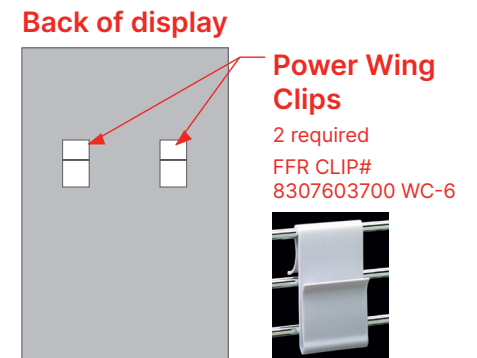
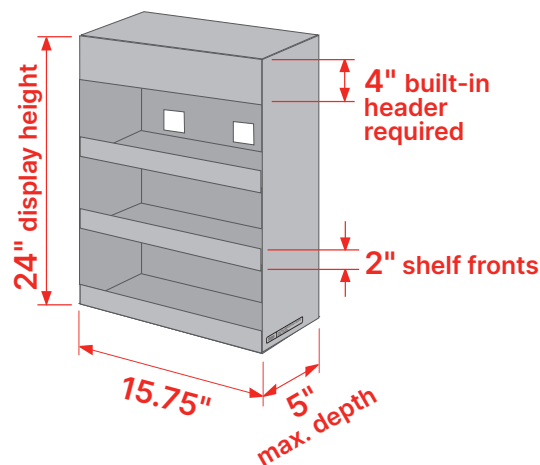
**Important note:**  
This display is only for side car side panels and is not permitted on other side panels.

Similar size header templates on Page 5.1

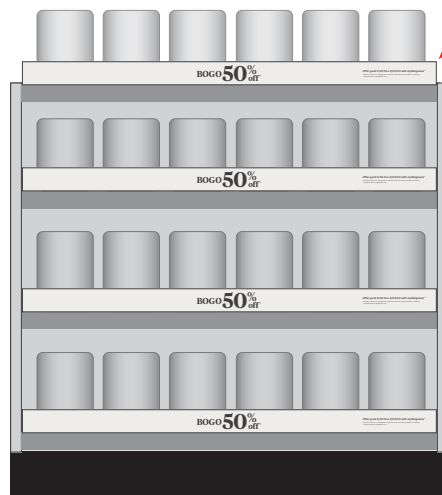
See Page 2.5 for promos on shelf fronts

**Requirements**

- Vendors must use the templates in this guide for all value messaging on displays.
- Must follow all requirements on Page 1.1.
- Headers larger or smaller than 4" are not permitted.
- Shelf heights must be customized to match product heights and avoid large gaps above products.
- Must be constructed to support the weight of all merchandise when hung on two Power Wing Clips.
- Must be shipped with two Power Wing Clips.



**Boat table front trays example**

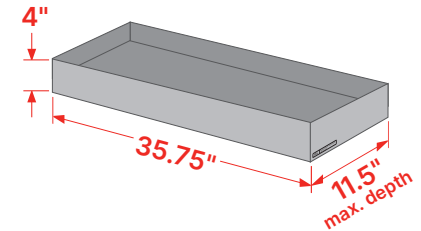


36" tray front templates on Page 3.2

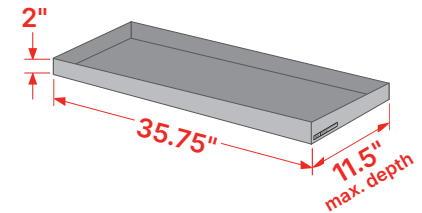
**Top front shelf tray**  
(sits inside of a 2" deep shelf fixture)



Place artwork in the top 2" since the bottom 2" are covered by the fixture.



**Front shelf trays**  
(sit on standard shelves)

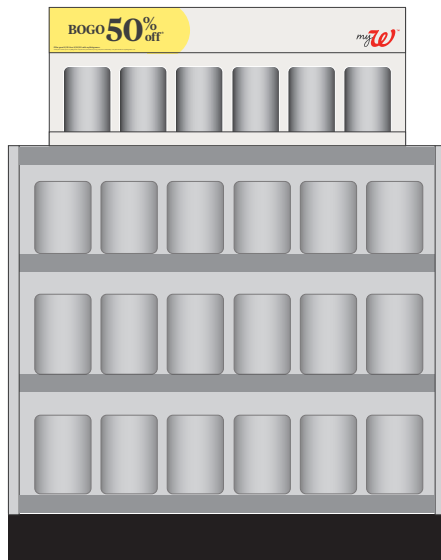


**Requirements**

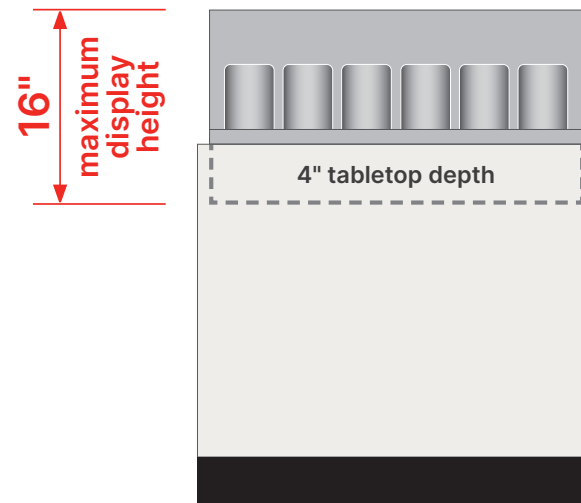
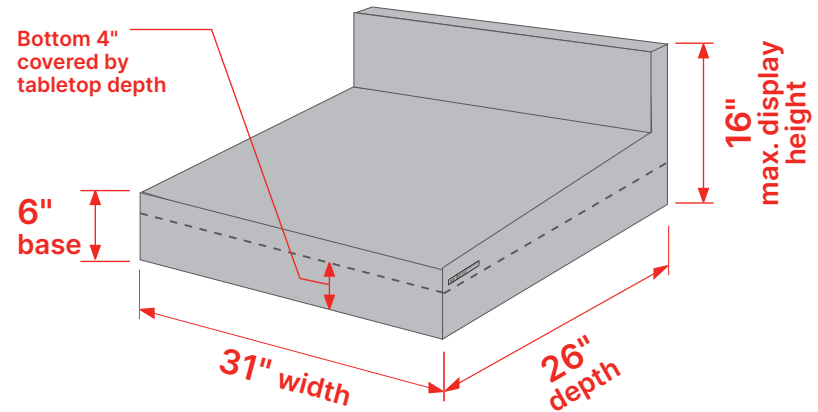
- Must follow all requirements on Page 1.1.
- Tray riser inserts must be included for smaller products.
- Vendors must use the templates in this guide for all value messaging on displays.
- For seasonal displays, vendors must follow the creative direction in Seasonal Vendor Toolboxes.

[CLICK HERE](#) for all seasonal toolboxes.

Boat table top display example



Similar header templates on Page 7.1



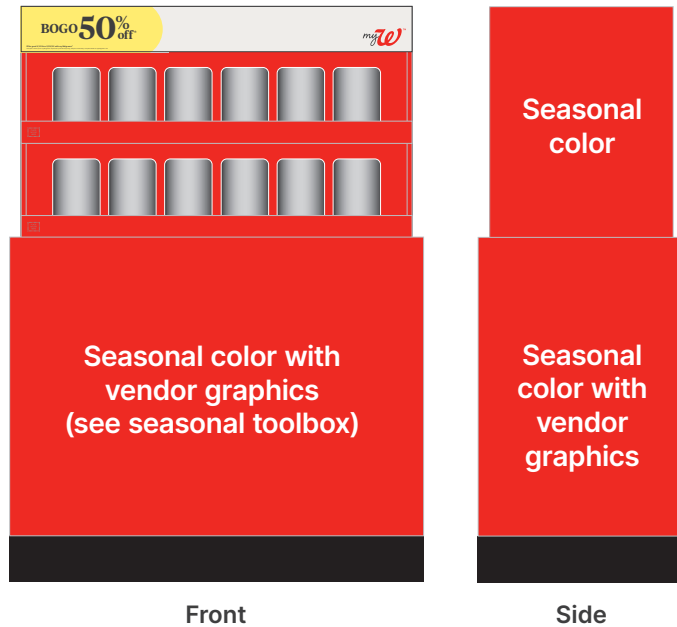
Requirements

- Must follow all requirements on Page 1.1.
- Vendors must use the templates in this guide for all value messaging on displays.
- For seasonal displays, vendors must follow the creative direction in Seasonal Vendor Toolboxes.

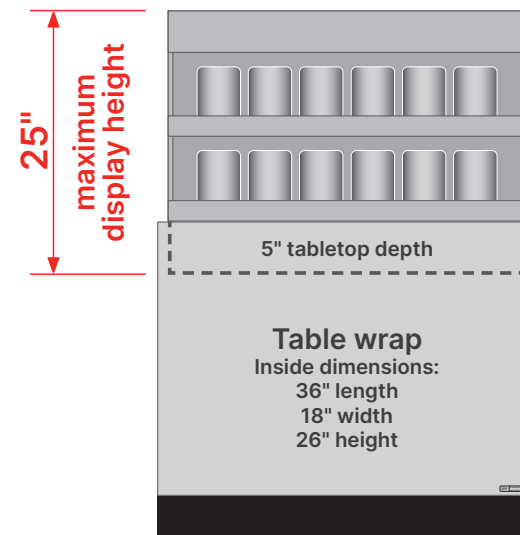
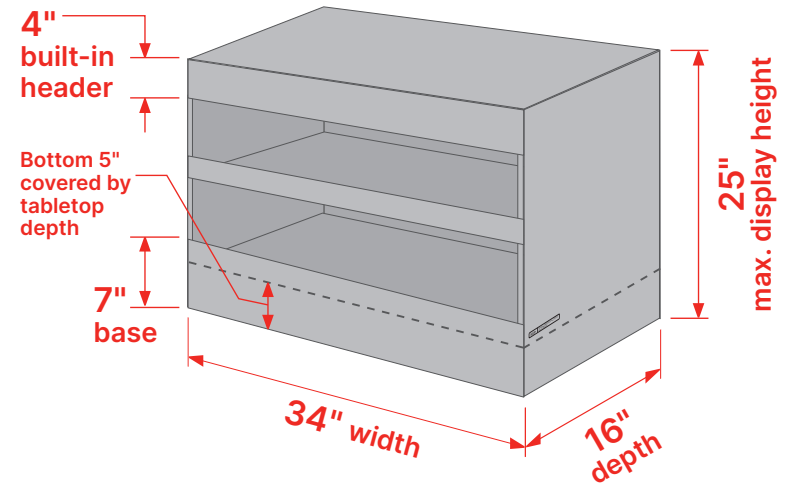
[CLICK HERE](#) for all seasonal toolboxes.



Seasonal aisle table display and wrap example



Similar header templates on Page 7.1

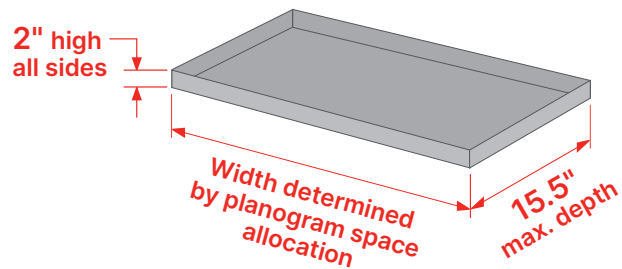
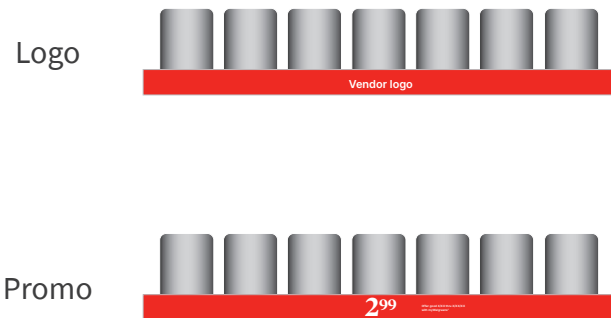


Requirements

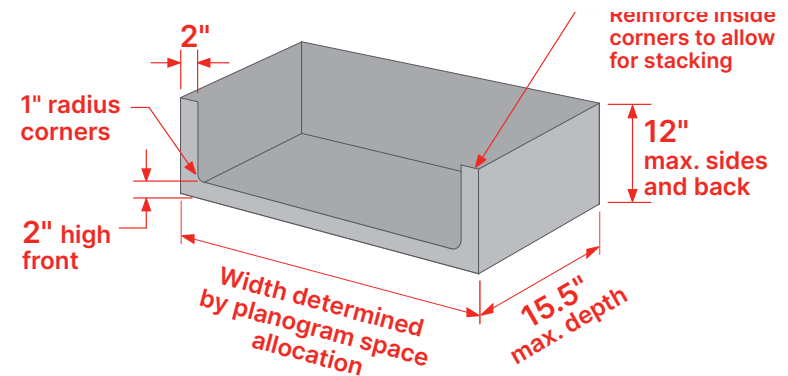
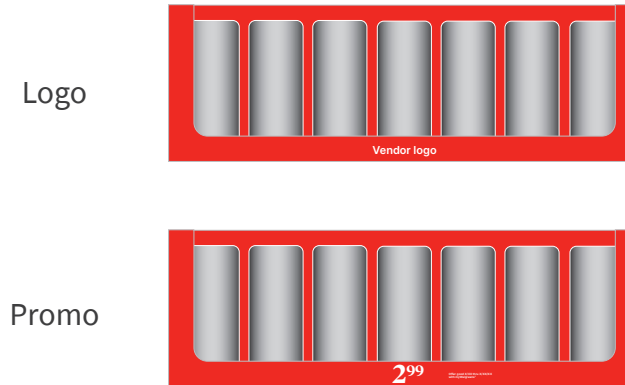
- Must follow all requirements on Page 1.1.
- Vendors must use the templates in this guide for all value messaging on displays.
- For seasonal displays, vendors must follow the creative direction in Seasonal Vendor Toolboxes.

[CLICK HERE](#) for all seasonal toolboxes.

**Seasonal aisle tray**  
(must follow seasonal color)



**Seasonal aisle tray with support height**  
(must follow seasonal color)



**Requirements**

- Must follow all requirements on Page 1.1.
- Vendors must use the templates in this guide for all value messaging on displays.
- For seasonal displays, vendors must follow the creative direction in Seasonal Vendor Toolboxes.

[CLICK HERE](#) for all seasonal toolboxes.