

New Spadea Layout



Page size:
3 col x 21.5" high

Image size:
6 col x 21.5" high

The main advertisement layout is divided into two vertical sections. The left section, labeled 'Page 4 (back)', features a grid of product offers with prices such as 2 for \$7, 99¢, 1.88, 79¢, 1.99, and 3.33. It includes a 'SAVE UP TO \$50 THIS WEEK' promotion for the wellness+ membership. The right section, labeled 'Page 1 (front flap)', is a vertical banner with a green dashed border. It contains the 'UT LOGO PLACEMENT', an introduction to the 'wellness+ REWARDS CARD', an image of the card, and the text 'Earn up to 20% off purchases every day.' Below this is a 'Welcome to wellness+' message and an enrollment call to action: 'Enroll today. It's free! Sign up today at riteaid.com/wellness. Or by filling out the form inside.'

Image size:
3 col x 18.5" high

Page 4 (back)

Page 1
(front flap)

Image size:
3 col x 21.5" high

The advertisement for Page 2 (inside flap) is a vertical form titled 'ENROLL FOR SAVINGS + HEALTHY BENEFITS'. It features the RITE AID wellness+ logo and a registration form with fields for name, address, phone, and email. At the bottom, it says 'Simply complete the attached membership form and bring it into a Rite Aid near you. Or visit us online to create a personal profile, monitor your account, check account status and more at riteaid.com/wellness.

Page 2
(inside flap)

Image size:
6 col x 21.5" high

The advertisement for Page 3 (inside back) is a vertical grid of product offers with prices like 3.33 and 6.49. It features the headline 'AT RITE AID YOU'LL ALWAYS FIND YOUR FAVORITE BRANDS FOR LESS!' and a section titled 'OVER \$100 IN COUPON SAVINGS'. At the bottom, it says 'BOOST YOUR WELLNESS AND STRETCH YOUR SAVINGS. ENROLL TODAY IN STORE FOR AT RITEAID.COM/WEWELLNESS'.

Page 3
(inside back)