

## **JOB TYPE CODES - REV. 3/2010**

Ad (Prior to 2006) .....	AD
Ad (Dealer) .....	DAD
Ad (National) .....	NAD
Ad (Regional) .....	RAD
Ad (Trade) .....	TAD
Ad Slick.....	AS
Bar Code.....	BC
Business Reply Mail .....	BRM
Booklet.....	BK
Card.....	CD
Carton Art .....	CA
Catalog.....	CAT
Consumer Brochure.....	CB
Counter Mat .....	CM
Coupon (also rebate, entry form) .....	CP
Dealer Mailer .....	DM
Display Images.....	DI
Envelope .....	EP
Flyer.....	FL
Folder (includes binder art).....	FD

Images (folders, not individual images) .....	IM
Instruction Sheet.....	IS
Letterhead/Masthead .....	LH
Line Art.....	LA
Logo .....	LO
Miscellaneous .....	MSC
Newsletter.....	NL
Order Form .....	OF
Presentations (slide shows, PPT, etc.).....	PR
Price List.....	PL
Product Ads.(4 x 4 outside firewall) .....	PA
Product Image.....	PI
Poster (includes signs, banners, trade show panels and other large visuals) .....	PO
Quarter Page Mini Ad (Kenny Ingram) .....	KI
Sell Sheet.....	SS
Shelf P.O.P. (includes dangler, shouter, violator, talker) .....	SPOP
Tech Sheet.....	TS
Video.....	Vid
Web Banner Ad .....	WB
Web Design.....	WD