

## JOB TYPE CODES - REV. 4/10/2010

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
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

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 ( <i>Liz Only</i> ).....	PA
Product Image (product images, product use images, product specific images, and premiums with our logo) .....	PI
Poster (includes signs, banners, trade show panels and other large visuals) .....	PO
Quarter Page Mini Ad ( <i>Kenny Ingram</i> ) ( <i>Liz Only</i> ) .....	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