

Walgreens
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**Walgreens QuickPrints:
Canvas Print Layout Guide**

Introduction:

The Walgreens QuickPrints API gives the ability for customers of third party mobile photo applications to print photos from their mobile devices and pick them up at their local Walgreens store. We are now adding the ability for applications to allow their customers to purchase canvas prints.

Overview:

What this document covers

This document explains how to properly configure image files for print output as canvas products via our QuickPrints API.

About canvas prints

Canvas prints are available at approximately 4,000 Walgreens locations and are available in the following sizes and price points:

Print Size	Image Style	Frame Style	MSRP	Revenue Share per Canvas
11x14	Single Image	Unframed	\$ 39.99	\$ 6.00
12x12	Single Image	Unframed	\$ 49.99	\$ 7.50
16x20	Single Image	Unframed	\$ 59.99	\$ 9.00
11x14	Collage Image	Unframed	\$ 44.99	\$ 6.75
12x12	Collage Image	Unframed	\$ 54.99	\$ 8.25
16x20	Collage Image	Unframed	\$ 64.99	\$ 9.75

Canvas Print Requirements

To guarantee that your customer's photo canvas print will be of the highest quality:

- The image sent to Walgreens should fall with the minimum and maximum image resolutions below based on the desired print size:

Print Size	Minimum Image Resolution	Maximum Image Resolution
11x14	1650 x 2100	3300 x 4200
12x12	1800 x 1800	3600 x 3600
16x20	2400 x 3000	4800 x 6000

- All images must be in the JPEG format
- Each image must be under 10MB
 - In general, each image should be under 5MB
- Cut lines & wrap area must be included in the rendered image sent to Walgreens for printing
 - Sample image overlays for the cut lines can be downloaded from: <http://bit.ly/qpcanvas>
 - Every canvas print has a 1.5 inch wrap area along all four edges of the image

Image Quality Warning Messages

If a customer's image doesn't meet the Canvas Print Requirements, Walgreens requires that at a minimum, the customer must be warned about the potential for an inferior product quality output.

The following example shows how the Walgreens iOS application handles this messaging.



Print Sizing & Layout Examples

Sample image layout files can be downloaded at <http://bit.ly/qpcanvas>.

The images below show how the Walgreens iOS app and Canvas Print by Printicular iOS app show customers what will appear on the front of the canvas versus what will be on the side of the canvas:

