Walgreens QuickPrints:

Poster 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 poster prints.

Overview:

What this document covers

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

About poster prints

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

Print Size	Image Style	MSRP	Revenue Share per Poster
11x14	Single Image	$ 9.99	$ 1.50
16x20	Single Image	$ 14.99	$ 2.25
20x30	Single Image	$ 22.99	$ 3.45
24x36	Single Image	$ 29.99	$ 4.50
11x14	Collage Image	$ 11.99	$ 1.80
16x20	Collage Image	$ 19.99	$ 3.00
20x30	Collage Image	$ 24.99	$ 3.75
24x36	Collage Image	$ 34.99	$ 5.25

Poster Print Production Requirements

To guarantee that your customer's photo poster print will be of the highest quality, we recommend the following resolutions for each size poster:

Print Size	Min Image Resolution	Min Camera Resolution	Minimum DPI	Maximum DPI
11x14	1260x990 pixels	1.2 MP	130 DPI	300 DPI
16x20	1800x1440 pixels	2.6 MP	130 DPI	300 DPI
20x30	2700x1800 pixels	4.9 MP	130 DPI	300 DPI
24x36	3240x2160 pixels	7.0 MP	130 DPI	300 DPI

Print Size	Required File Format	Recommended File Size	Maximum File Size
11x14	JPEG	< 5MB	10MB
16x20	JPEG	< 5MB	10MB
20x30	JPEG	< 5MB	10MB
24x36	JPEG	< 5MB	10MB

To guarantee that your customer's photo poster print will be of the highest quality, we recommend the following the "Poster Print Production Requirements" that were contained above.

If a customer photo doesn't meet the Poster Print Production Requirements, Walgreens requires that the customer must be at least warned about the potential for an inferior product quality output.

As an example, you will find how Walgreens handles this messaging in our own iPhone application.

Additional Production Notes

Customers can be allowed to "crop" or "zoom" a selected image. However, the final rendered image that will be sent to Walgreens for printing must meet the Poster Print Production Requirements.