

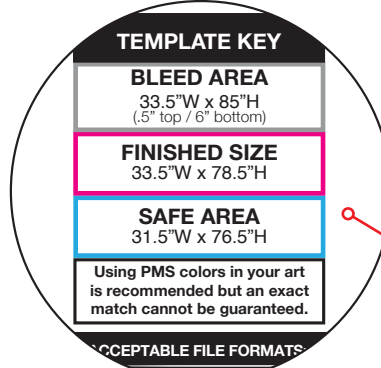
GRAPHIC & PRINT GUIDELINES

PRODUCT TEMPLATES

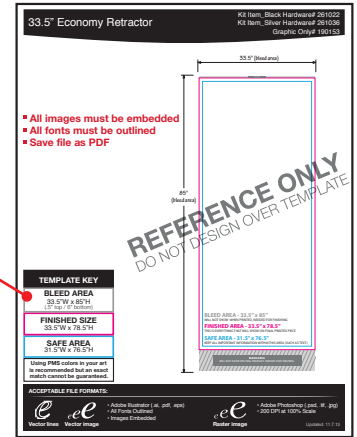
Templates will ensure artwork is printed correctly and *are required for all products*. Always use the most recent template found on our website under the "Graphic Info" tab on each product page.

- Do not leave template lines in artwork
- Templates are available for custom products/orders upon request

Save TIME, MONEY and HASSLE with our templates specifically created for each product!



Each template includes file set-up specs for sizing your artwork for bleed, finished size and safe area.



PRINT METHOD	DEFINITION	PRODUCTS	ACCEPTABLE FILES	FILE FORMAT	PRINTING SPECIFICATIONS
Full-Color Thermal	Thermal Imprinting uses the application of heat and pressure to transfer digital graphics to the surface of the fabric. This creates a visually bold image that is strong and durable.	Table Throws Runners Directors Chairs Tents Event Chairs Stadium Seats	Vector w/Fonts Outlined	Adobe Illustrator .ai / .eps / .pdf	<ul style="list-style-type: none"> • CMYK & PMS colors • (Halftones/percentages of PMS colors and contained gradients are acceptable) • Minimum line thickness .125" (8-9 pts. stroke) • Minimum of .25" width & height on all elements, at actual print size
Full-Color Inkjet	Digital Inkjet printing is a method of printing from a digital based image directly to a variety of medias.	Floor & Table Top Displays, Retractors, Banner Stands, Coolers, Prize Drop Game, Sign Displays, Light Boxes, Vinyl Banners	Vector w/Fonts Outlined and links embedded	Adobe Illustrator .ai / .eps / .pdf	<ul style="list-style-type: none"> • Use product template to set-up artwork • PMS colors preferred (CMYK/RGB accepted) • Print-ready art (on our product templates) • Full-color artwork including gradients, raster/photo images and bleeds • Raster images must be created at actual size with resolution of at least 200 dpi
Full-Color Dye Sublimation Inkjet	Dye Sublimation is a printing process that uses heat to transfer ink to white fabric, allowing for full-color graphics to permeate the fabric and become part of the fibers.	Table Throws, Tents, Retractors, Fabric Banners & Flags, Sail Signs, Brilliant Boards	Raster w/Fonts Outlined	Adobe Photoshop High Resolution .tif / .psd / .eps .pdf / .jpg	

VECTOR ART

(Recommended for all products)
Can be scaled to any size while maintaining quality. Also known as line art. Vector artwork is preferred, unless printing photos.



.eps, .ai, or .pdf

RASTER ART

Composed of pixels, tiny colored squares grouped together to make one big image. When scaled larger, image will look jagged or "pixelated." Also known as bitmap art.

- Submit art with a minimum of 200 DPI (dots per inch)
- Greater viewing distance = lower resolution



.psd, .tif, .jpg, .bmp, .gif

Viewing Distance	6 in	1 ft	2 ft	3 ft	5 ft
dpi	1200	600	300	200	150

OUTLINED FONTS

(Required for all products)
Fonts can vary from computer to computer. When a font is missing, the computer replaces it with a generic font. Outline, embed or convert fonts to curves.



Original Font



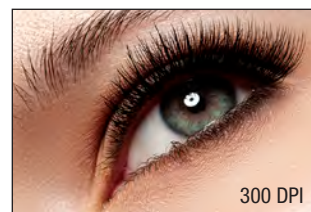
Missing Font Converted



Outlined, embedded or converted to curves

EMBEDDED IMAGES

(Required for all products)
Most programs allow the user to add an object or image to a file by linking or embedding. Embedded images are stored within the document itself, while linked files are not. Because of this, linked files can become unlinked and "go missing" when opened on a different computer. Embed all images to avoid missing images.



300 DPI

- High resolution images are:
Unedited, original raw digital photos,
or purchased stock photos



10 DPI

- Low resolution images are:
Photos taken from the internet,
scanned images, cellphone images
or screen shots

UNACCEPTABLE FILE FORMATS:

Quark, Corel Draw, Word, Power Point, Excel, Publisher, Pagemaker, low-resolution scanned images and InDesign files, unless exported to an .eps or .pdf format, will incur additional art charges or be rejected.

GRAPHIC & PRINT GUIDELINES

UPLOADING ARTWORK

For the fastest and most efficient artwork processing, please submit art via our FTP site. If the FTP site is not an option for you, art files under 10 MB may be emailed to our graphics department. Please contact Customer Care for FTP and email information. DO NOT attach artwork files to e-mailed purchase orders and vice versa. Factory is not responsible for any server malfunction that affects receipt. Factory is also NOT responsible for omitted information on the order. All documents received after 12:00pm CST will be counted as received on the next business day.

FILE PREPARATION

Graphic dimensions are subject to change without notice. Consult website or contact Customer Care for graphic template. Documents must be created and sent at 100% of final size, print ready and require no file manipulation or additional charges may apply. If ordering mural panels, create your layout as one page. DO NOT SEPARATE THE PANELS. This is required to ensure image alignment. We reserve the right to make slight alterations to your file to adapt to our printing processes. Some thin lines or small shapes may not reproduce at the thickness or size submitted. Multi-color close-registration prints are not available on all products.

RECOMMENDED MINIMUMS:

Lines – Minimum line weight is 1/8" (.125") at final print size.
Fonts – Minimum size is .25" (30 point) at final print size.

IMPORTANT:

Convert all text to outlines, paths or curves to ensure exact duplication of a type-style. We reserve the right to delay or reject any order based on the quality of artwork received. Alterations to artwork will result in a necessary proof approval and may delay production time.

ERRORS

We cannot be responsible for errors resulting from copy that was received or approved incorrectly.

TYPESETTING

Our normal art set-up charge includes 3 lines of copy, if applicable. If a specific font is required, the name of that font must be noted on your P.O. If we do not have the font, the type will be re-set using a standard font or one that matches as closely as possible.

SET-UP CHARGE

The Set-up Charge represents all costs of preparing process-ready artwork for production. It also includes e-mail proofing and archival storage for two years. There is no repeat set-up charge within two years of an order on same item using exact previous artwork, as long as previous order is referenced. Digital full-color printing requires only one set-up charge.

CHANGE OF COPY CHARGE

If the customer requests an addition, deletion or change to the copy on any vector artwork file from a new or repeat order, a \$18.75(G) Change of Copy Charge will be applied.

REPEAT ORDERS

For exact repeat orders within 2 years of original order, there are no set-up charges. Any artwork older than 2 years must be resubmitted. Proofs and therefore proof approvals are required on all repeat orders.

*****ANY ARTWORK ALTERED IN ANY WAY IS NOT CONSIDERED A REPEAT ORDER*****

ELECTRONIC PROOFS

Proofs are provided to customer electronically. These electronic PDF proofs are a low resolution representation of your final product. These should not be used for final color output or image resolution. Additional proofs may incur a proof revision charge of \$18.75(G) each, plus any additional design time. Proof approvals must be submitted via our online proofing system

before production will begin. All proof approvals received after 12:00pm CST will be counted as received on the next business day. Production time begins after the proof approval is received.

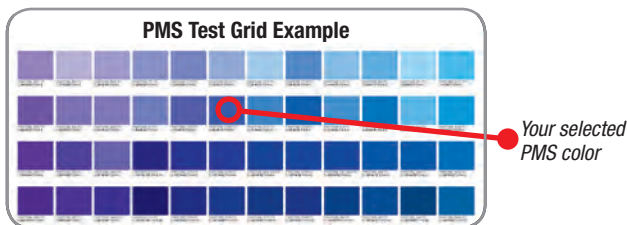
COLOR POLICY

WE CANNOT GUARANTEE COLOR MATCHING.

This includes PMS and spot colors. All our products are digitally printed CMYK 4-Color Process. If your artwork requires a specific color, please request a PMS test grid (see below).

PMS TEST GRID*

Colors can print differently from one material to the next based on many factors including the white point of the material. If you are concerned about matching a PMS color for a specific product we suggest ordering a Test Grid. Test Grids are a 9" x 12" printed sample of your requested PMS color and its surrounding color family. Test Grids are printed on the material for the product you are ordering. Please state on your P.O. that you are requesting a Test Grid and the specific PMS color you are trying to achieve.



MATCH PRINT*

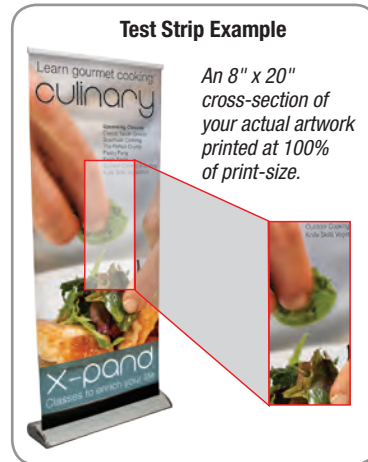
A 1/4 scale print of the entire art file. This is the best and most accurate way to represent the entire printed piece. A Match Print will show color and image representation of the whole piece, excluding any finishing. Please state on your P.O. that you are requesting a Match Print, so it will be recorded on your order.

TEST STRIPS*

For the most accurate representation of print quality and image resolution, we recommend requesting a test strip. An 8" x 20" section of the art is printed at 100%.

Please state on your P.O. that you are requesting a Test Strip, so it will be recorded on your order.

**The first PMS Test Grid, Match Print and/or Test Strip is available at no charge, customer to pay freight. Each additional is \$20.00(G) plus freight, expedited charges apply.*



COLOR ACCURACY

We continue to assure customers the best quality prints and consistent color from proof to product, as well as higher-quality print results overall.

As a G7 Master Printer, we are positioned to provide industry leading color accuracy throughout our graphic and production processes.

ORDER INFORMATION

WEB ORDERS

For the fastest and most efficient order processing, please place orders on our website www.creativebanner.com. Submit art at time of order placement to ensure faster order processing. All web orders received after 12:00 pm CST will be processed on the next business day. Factory is not responsible for any server malfunction that affects receipt of order.

EMAILED ORDERS

Orders may be emailed to orders@creativebanner.com. DO NOT attach artwork files to emailed purchase orders and vice versa. Factory is not responsible for any server malfunction that affects receipt. Factory is also NOT responsible for omitted information on the order. All documents received after 12:00 pm CST will be counted as received on the next business day.

FAXED ORDERS

Faxed orders are accepted as original orders. Any written confirmation of a faxed order must be marked "CONFIRMATION OF FAX – DO NOT DUPLICATE" to avoid duplication of order. Factory is not responsible for any fax malfunction that affects receipt and/or omitted information on the order. All documents received after 12:00 pm CST will be counted as received on the next business day.

QUICK SHIP ORDER REQUIREMENTS

- Quick Ship item numbers must be used when placing orders for this program.
- Complete purchase order, payment, and production-ready artwork must be received by 5:00pm CST.
- Proofs not available! Accuracy of the artwork is the customer's responsibility.
- Virtuals and Design Services are not available.
- Orders must be placed online via website
- Order drop-ships from factory next business day (24 Hour Quick Ship) or in 48 Hours (48 Hour Quick Ship) via UPS or FedEx only.
- Established credit terms or credit card payment due at time of order placement.
- Quick Ship program items cannot be combined with regular lead time items on a purchase order.
- Factory will not be held responsible for any delays in the shipment due to discrepancies with the artwork and/or purchase order.
- Artwork set-up charge included in price.
- Maximum quantity per customer, per day indicated by end column quantity.
- Program is subject to availability.

RUSH ORDERS

For products not included in our Quick Ship Program, Rush Service is available and requires a prior approval by Customer Care. All documents received after 12:00 pm CST will be counted as received on the next business day. Same day service is not available.

Standard Rush Charges:

Subtract 1 business day from standard lead time = \$75.00(G)

Subtract 2 business days from standard lead time = \$125.00(G)

STANDARD LEAD TIMES

Standard Lead Times are listed for each product on their respective pages and are subject to capacity and inventory levels. Your order will be scheduled within our standard lead times or with Rush Service as requested to meet your customer's required in hands date. The factory reserves the right to adjust lead times. Customers will be contacted regarding affected orders. Production begins upon receipt of: Complete Purchase Order, Payment/Credit Approval, Production-Ready Artwork, and Proof Approval. All documents and approvals received after 12:00 pm CST will be counted as received on the next business day. Your order will ship on, or before the scheduled ship date via the freight method requested on the P.O.

HARDWARE ONLY LEAD TIMES

Most hardware only orders placed before 2:00 pm CST will ship the same day and are subject to capacity and

inventory levels. Customer Care will inform you of any order shipment delays at the time of ordering.

SUBSTITUTIONS

Due to unavoidable style modifications and enhancements, products of comparable cost and style for those illustrated in this catalog may be substituted. We reserve the right to withdraw any product offering without prior notification.

ORDER CHANGES & CANCELLATIONS

No graphic or product manufacturing changes will be accepted after final proof approval. Customer is responsible for all labor and material costs incurred prior to cancellation and will be billed accordingly.

CREDIT/PAYMENT TERMS

All orders must be prepaid until credit terms are established. We accept Visa, Master Card, and American Express credit cards. All New Customers are required to prepay their first order. Credit Application is available on our website at www.creativebanner.com.

SAMPLES

Random printed samples available. Contact Customer Care for details.

CO-OP PROGRAMS

We value your Co-op partnership! The factory must approve all Co-op programs in writing before orders are accepted. Contact Customer Care for details. Please reference your Co-op quoted item numbers when placing your order.

TRADEMARKS

Artwork shown in the catalog is for illustrative purposes only. By submitting order and artwork to the factory, the customer represents that the use or display of artwork will not violate applicable laws or client restrictions and hereby holds the factory harmless.

MULTIPLE DROP-SHIP ADDRESSES

OR SPLIT-SHIPMENTS

A \$5.00(G) fee will be added for each additional address after the first, plus all applicable shipping and handling. Contact Customer Care for the formal document to complete for drop ship addresses. Additional fees may apply depending on the request.

SHIPPING

F.O.B. Ramsey, MN 55303

View website, www.creativebanner.com, for shipping information and packaging dimensions.

Special shipping and pricing guidelines apply to oversized products to ensure product is delivered intact and on time.

WARRANTY

All products are designed to provide the user with a cost-effective and durable product. Unless otherwise stated on individual catalog page, standard hardware warranty is a 'one year parts and labor' warranty which warrants product against defects in material and workmanship. All indoor graphics have a one year warranty. All outdoor graphics have a 90 day warranty. Warranties do not cover damage due to accidents, abuse, or normal wear and tear. Creative Banner Displays products found to be defective will be replaced or repaired at factory's discretion.

CLAIMS/RETURNS

Any damages or discrepancies must be reported within 48 hours of receipt of merchandise. Factory reserves the right to not honor any claims not reported within 48 hours. Returns will not be accepted after 90 days and cannot be returned without prior authorization from factory. Returns may be subject to a 15% restocking fee. Contact Customer Care for additional Claims/Returns processing information.

Thank You For Your Business!

LET US HELP YOU WITH YOUR DESIGN

Are you having troubles creating art for large format graphics? Need a logo re-created? Design Services can help!

Service Details:

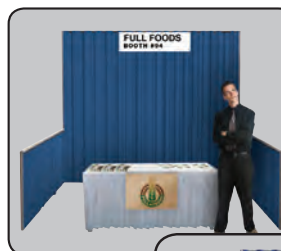
- Design and layout
- Creation of production-ready art
- Logo re-creation
- Virtual sample requests exceeding 30 minutes

How to Get Started:

- E-mail us your project details and contact information
- You will receive your quote within 1 business day of your request
- Creation of art will begin upon receipt of: approved design time quote, PO including design time and payment/credit approval
- Projects extending beyond quoted design time due to customer revisions will require the purchase of additional design time. You will be contacted by Creative Services to make the adjustment to your order.

Restrictions:

- Design Services are not available for Quick Ship products due to program restrictions
- Additional lead time is required for this service



Go from **ORDINARY...**



...to **WOW!**
with Design Services

Logo Recreation



Raster



Vector

Creative Design Services

Item #	Description	Price
290006	30 Minutes of Design Time	60.00 (G)

Please direct all inquiries to creativeservices@signzoneinc.com.

VIRTUAL SAMPLE SERVICES

Having a hard time visualizing what your artwork or logo will look like on a product?

Service Details:

- We will take a logo or completed artwork and apply it to a product image
- Requests are processed within 1-2 business days
- Free service is limited to 30 minutes regardless of product quantity

Visit our website for more information.



Your Completed Art



Virtual



Your Logo



Virtual



Our corporate philosophy is to provide opportunity and security for all of our employees. In recent years, we've extended this philosophy beyond our walls through our partnership with Common Hope.

Through Common Hope, our employees now sponsor 52 children in Guatemala, helping them to get a high school education in a country where the average education is 5.4 years. We have had several volunteer teams travel to Guatemala, where they help build homes and assist in organizing classroom activities.

PLEASE VISIT WWW.COMMONHOPE.ORG AND JOIN US IN SPONSORING A CHILD!

