

SIGN Order Form

Please complete this form and attach your sign copy or electronic file. Please see art requirements for electronic files on reverse side of this form.

DIGITAL GRAPHICS

Our graphics department can provide you with The finest digital graphic reproduction available. Capabilities include four-color, photo quality, High resolution digital printing in virtually any size you may need.

_____ L X _____ W = _____ sq. ft.
sq. ft. _____ x \$17.00 = \$ _____

Minimum order 9 sq. ft.

Double sq. ft. for double-sided graphics

Round sq. ft. to next whole increment

File conversion, retouching, cloning or color

Correcting may incur additional labor charges.

(See reverse side for art requirements)

LARGE DIGITAL GRAPHICS

Please call Customer Service for price quotes

On graphics over 80 sq. ft.

FILE INFORMATION

Electronic File Name _____

Application _____

PMS Colors _____

BACKING MATERIAL:

Show Card Foamcore Sintra

Gator Board Plexi Other

LAYOUT

Vertical Horizontal

STANDARD SIZES

7" X 44" @ \$49.50 _____

11" X 14" @ \$55.00 _____

14" X 22" @ \$61.50 _____

22" X 28" @ \$85.00 _____

28" X 44" @ \$130.50 _____

Easel Back add \$7.50 per sign

Please Note: File conversion, retouching, cloning Or color correcting may incur additional charges. (See reverse side for art requirements)

SET UP/COMPUTER LABOR PER HOUR

\$ 63.00 Straight Time

\$ 126.00 Over Time

INDICATE YOUR SIGN COPY HERE:

LAYOUT

Vertical Horizontal

TOTAL OF ITEMS ORDERED	\$ _____
7.0% SALES/USE TAX	\$ _____
BALANCE DUE	\$ _____

IMPORTANT: TO OBTAIN THE ADVANCE PRICE, YOUR ORDER AND FULL PAYMENT MUST BE RECEIVED BY: **October 9, 2009.**

FOR ORDERS RECEIVED WITHOUT PAYMENT, ORDERS RECEIVED AFTER **OCTOBER 9, 2009**, AND ORDERS PLACED AT SHOW SITE, ADD **50% TO ALL PRICES.**

ALL OPEN BALANCES MUST BE PAID IN FULL AT SHOW SITE

EVENT OR SHOW 39th Annual South Florida International Auto Show HALL OR HOTEL Miami Beach CC.

COMPANY NAME _____ BOOTH _____

ADDRESS _____ CITY _____ STATE _____ ZIP _____

TELEPHONE # _____ FAX # _____

AUTHORIZED BY _____ TITLE _____

SIGNATURE _____

All charges for rental items include delivery to booth, installation -- when specified, and removal at close of show. A finance charge of 1-1/2% per month (18% per annum) will be added to all charges not paid within 10 days of invoice date.

ART REQUIREMENTS

Vector files are preferred.

Whenever possible, vector files should be sent. Bitmap images have resolution requirements for scalability where a vector image can be made as large as necessary. Embed ICC profiles when possible.

How to send Bitmaps/Photos?

When sending Bitmaps, 300dpi should be considered a minimum as Image quality degrades when increasing scale. A general rule is for every 100% increase in size, resolution is cut in half (a 4"x4" image at 300dpi will become 150dpi when size is increased by 8"x8"). Properly scaled images with sufficient resolution will be between 40 to 150 MEGS for proper resolution at press. Also please embed any ICC profiles used.

Size your image proportionate to the final production size.

For vector images, the scale doesn't matter, only the proportions. However, when sending a bitmap file, 20% of the final production size at 300dpi is the recommended minimum size and scale, more never hurts.

Specify all PMS colors.

The Pantone Matching System provides a preference color to target as all PMS colors are not 100% reproducible utilizing CMYK production. All color specifications will be matched to the closest 4 color process. Orders without call-outs will be produced using the CMYK values contained in the digital file. Calls for colors or reproofs for color adjustments on orders with no call-outs may result in additional charges.

Include a printed copy of the desired layout.

All artwork must be accompanied by a color hard copy with PMS colors specified. If PMS call-outs are not available please send an approved output to match to (Brochure, previously printed piece, etc.). We do not print fluorescent or metallic colors.

Build your blacks.

We require that all black spot colors be built blacks (see breakdown). 50 C, 50 M, 50 Y, 100 K. This will ensure a true, rich black.

Images copied from the web generally will not work.

Graphics requirements for web images are far more forgiving than with digital reproduction. Web pages generally contain low-resolution (72dpi) bitmap images that cannot be scaled efficiently. Original image files are required.

When sending PC files, include your fonts.

Be sure when sending fonts from your PC that you include both the screen and printer versions. ALWAYS CONVERT TEXT TO CURVES, this eliminates all font issues such as defaulting or dropouts. Never send bitmap text as this eliminates edit capabilities. Try to stick to type 1 fonts and avoid true type.

Acceptable Applications.

Brede/Allied is mostly PC based, we can accept MAC files but we cannot install MAC fonts. So if you're sending MAC files please convert the fonts to curves. The following applications and file formats should be used when sending digital art.

Applications	Formats	Media	Compression Utilities
Adobe CS2 (includes Illustrator, Photoshop, Indesign)	Encapsulated Postscript (.eps)	DVD	Winzip
Corel draw 11	TIFF (.tiff)	CD-ROM	Stuff-it
Flexi Sign	JPEG (.jpg)	ZIP	
	PDF (.pdf)	3.5 floppy	
		Original Art (scans limited to 11x14")	
		Scans	