

# F R E E M A N

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**DISCOUNT PRICE  
 DEADLINE DATE  
 JANUARY 31, 2006**

**METHOD OF PAYMENT MUST  
 ACCOMPANY YOUR ORDER**

NAME OF SHOW: **SAE 2006 ADSC - FEBRUARY 14 - 16, 2006**

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EXHIBITING COMPANY NAME: \_\_\_\_\_ BOOTH #: \_\_\_\_\_

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PRINT NAME: \_\_\_\_\_ BOOTH SIZE: \_\_\_\_\_ X \_\_\_\_\_

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SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

**To order your graphics, complete this order form and attach your sign copy or electronic file. Please see guidelines for electronic files on the next page.**

## DIGITAL GRAPHICS

Freeman has the capabilities to provide you with the finest digital graphic reproduction available. Capabilities include four-color, photo-quality, high-resolution digital printing in virtually any size for banners, signage, exhibit graphics and more.

\_\_\_\_\_ L X \_\_\_\_\_ W = \_\_\_\_\_ sq. ft.  
 sq. ft. \_\_\_\_\_ x \$10.00 = \$ \_\_\_\_\_

- \$10.00 per sq. ft. (standard price \$15.00)
- Minimum order 9 sq. ft. (1296 sq. in.)
- 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 graphic guidelines.)

## LARGE DIGITAL GRAPHICS

**Please call an Exhibitor Sales Specialist for price quotes on graphics over 80 sq. ft.**

### File Information:

Electronic File Name \_\_\_\_\_  
 Application \_\_\_\_\_  
 PMS Colors \_\_\_\_\_

### Backing Material:

- |                                    |                                   |
|------------------------------------|-----------------------------------|
| Foamcore <input type="checkbox"/>  | Masonite <input type="checkbox"/> |
| PVC <input type="checkbox"/>       | Plexi <input type="checkbox"/>    |
| Gatorfoam <input type="checkbox"/> | Other <input type="checkbox"/>    |

Vertical <input type="checkbox"/>	Horizontal <input type="checkbox"/>	Use Your Judgment For Sign Layout <input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Special Instructions \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

## STANDARD SIZES

### CHOOSE YOUR SIZE:

	QTY.	Discount Price	Standard Price	TOTAL
7" x 11"	_____ @	\$21.00	\$42.00 = \$	_____
7" x 22"	_____ @	\$24.00	\$48.00 = \$	_____
7" x 44"	_____ @	\$27.00	\$54.00 = \$	_____
9" x 44"	_____ @	\$28.50	\$57.00 = \$	_____
11" x 14"	_____ @	\$32.00	\$64.00 = \$	_____
14" x 22"	_____ @	\$40.00	\$80.00 = \$	_____
14" x 44"	_____ @	\$46.00	\$92.00 = \$	_____
22" x 28"	_____ @	\$50.00	\$100.00 = \$	_____
28" x 44"	_____ @	\$65.00	\$130.00 = \$	_____
20" x 60" (white only)	_____ @	\$87.00	\$174.00 = \$	_____

Note: File conversion, retouching, cloning or color correcting may incur additional labor charges. (See reverse side for graphic guidelines.)

### INDICATE YOUR SIGN COPY HERE:

Please feel free to attach additional sign copy on separate page.

Vertical <input type="checkbox"/>	Horizontal <input type="checkbox"/>	Use Your Judgment For Sign Layout <input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Background Color: \_\_\_\_\_

Lettering Color: \_\_\_\_\_

Subtotal	\$	_____
Tax 6%	\$	_____
Total Cost	\$	_____

# FREEMAN GRAPHICS & SIGNS

## GUIDELINES FOR SUBMITTING ARTWORK TO FREEMAN

To a large extent, you are responsible for the quality of the final product. These guidelines will help ensure you get the product you want and will keep set charges and turnaround time to a minimum.

### ACCEPTABLE APPLICATIONS:

Freeman Decorating is capable of working with PC or MAC based software. Current software now in use as follows:

**Adobe** Illustrator, Indesign & Photoshop

**CorelDraw**

**Macromedia** Freehand

**QuarkXpress**

Always save files in their native format.

### FILE FORMATS MADE EASY:

**VECTOR** graphics, .eps, .ai, .cdr, .fh (line art, majority of logos should be in this format)

**PIXEL-BASED** graphics, .tif, .bmp, .psd, .jpg (images made of pixels or dots, such as photos)

### COMPRESSED FILES:

.zip = WINZIP/PKZIP

.sit = Stuffit Expander

### SCANNED IMAGES:

**In house scanning capabilities include:  
slides, color prints, transparencies,  
negatives, black & white line art.**

### RESOLUTION:

Our preference for resolution is 100dpi at final size. Please note example below for scanning images at the correct resolution.

**FOR EXAMPLE** - If you scan a 4" x 5" transparency to create a 36" x 48" poster, divide the 36" finished width of the poster by the 4" width of the original transparency size. Then multiply the factor by 100 for your scanning resolution.

$$\frac{\text{width (or height) of final poster}}{\text{width (or height) of original image}} \times 100 \text{ dpi} = \text{Final Size Resolution}$$

$$\frac{36}{4} \times 100 \text{ dpi} = 900 \text{ dpi}$$

### WHAT TO SEND:

DVD's, CD's, Zip Disks (100MB or 250MB), or 3.5" Floppy Disks.

All disks provided should include the following:

- Contact person with phone number.
- Index of usable files on disk.
- Color print with color specs (PMS, CMYK, percentages, or an approved color print)
- Files should be proportional and no smaller than 1/4" scale.
- Include ALL fonts or convert text to outlines (both screen & printer versions)
- Try and keep files under 250MB.
- E-mail files cannot be larger than 4MB.

These are general guidelines for submitting artwork. If you have specific question please call: Mark Kikos at 773/473-8393.