

SAGE # 50243

www.ad-a-day.com

UPIC:ADADAY

ORDER SPECS & GENERAL INFORMATION

ACKNOWLEDGEMENTS: ALL ORDERS ARE ACKNOWLEDGED. PLEASE READ YOUR ACKNOWLEDGEMENT CAREFULLY BECAUSE ORDERS ARE PROCESSED IN ACCORDANCE WITH THE ACKNOWLEDGEMENT. If a confirming order is sent, clearly mark it as a confirmation so we do not duplicate.

AD COPY: Prices include imprinting in one color except full color items. Most styles have a maximum of 5 lines of copy. In some cases, additional lines are permitted at \$5.00 (X) per line. Excess copy is distributor's responsibility as it necessitates smaller type, which may fill in. Tobacco ads are not accepted.

ON REPEAT ORDERS, please state "SAME COPY AS LAST YEAR" (refers to ad copy only). Include a sample or proof. Please include your previous purchase order or factory order numbers. Submit typewritten or printed ad. Distributor is responsible for illegible copy. A letterhead or business card may be provided for spelling verification, not for copy.

ARTWORK, PLATES & SCREENS: Copy will be set to complement the product, unless a specific layout is included. Unacceptable ads include, but are not limited to: screened items, newsprint, photocopies, business cards, faxes and letterheads. Cleaning up non-camera-ready artwork will incur additional charges of \$60.00 (D) per hour (minimum of ½ hour). Artwork to be returned must be clearly marked as such and accompanied by an addressed envelope with proper postage at time of order. All artwork will be held for one year.

CA PROP. 65: While we believe our products are non-hazardous, we provide relevant warning labels or enclosures for CA shipments pursuant to California statutes and regulations. Distributor must notify supplier if final destination is CA but order is not clearly labeled as such.

CHANGES & CANCELLATIONS: If an order is cancelled before imprinting or stamping occurs on a stock item, applicable preparation charges will be incurred. If made afterwards, payment for completed work will be charged.

COMBINED PRICING: Two or more products for the same customer can be combined for total quantity to determine column pricing. Orders must be placed at the same time and clearly marked "Combined Pricing". Individual extra charges apply to each.

CO-OP ORDERS: \$25.00 (D) per change of imprint includes drop shipment. Each change of copy must meet minimum quantity for the item without incurring a "less than minimum" charge. Total quantity determines price. Send information on approximate quantity, logo and style preference for quotation and sample. Early orders include incentives.

COPY: Recommended minimum type size is 7 points. Distributor is responsible for clarity of type smaller than 7 points. FOIL STAMPED IMPRINTS should use solid face type styles and open logos. Certain type styles and logos with intricate designs may fill in when hot foil-stamped. Such orders are subject to an additional charge for clean up of the ad copy. Two or three color ads with close registration, as well as solid logos (especially on foil stamped products), require special quotations.

- Special stamping or ink color other than standard: \$30.00 (D).
- Commercial ink match (specify PMS color number): \$60.00 (D) per color.
- 2 color imprint: Setup of \$40.00 (D), plus Running charge of 14¢ (D) each.
- 3 color imprint: Setup of \$80.00 (D), plus Running charge of 28¢ (D) each.
- Imprinting outside of standard copy area: Special composition charge of \$36.00 (D) plus running charge of 14¢ (D) each.
- Copy change charge \$25.00 (D).

DIGITAL MEDIA: Ad layouts will be accepted in PC format only.

- InDesign 5.0, Adobe Illustrator 13.0 and Adobe Photoshop 10.0 are preferred programs. EPS and TIFF files are accepted at 300 dpi resolution or higher.
- One color imprint must be submitted in black, no less than 300 dpi. Second color should be sent in magenta.
- All fonts must be converted to outlines (including those in placed EPS images). Include all support files (graphics, placed images and fonts).
- Digital artwork only may be e-mailed to graphics@ad-a-day.com clearly stating the Purchase Order number in the subject line. (An order WILL NOT be processed until a Purchase Order and a hard copy are faxed, mailed or otherwise received by our customer service department). A hard copy MUST accompany ALL submitted digital art work.
- ARTWORK NOT CAMERA READY: Photographs, transparencies, low resolution prints, photocopies, faxed artwork, letterhead, business cards, or any art that needs to be touched up or color separated will be charged at \$60.00 (D) per hour (½ hour minimum).
- NOTICE: Type, cuts, artwork, etc, used by Ad-A-Day® to produce products, belong to Ad-A-Day® and are kept on file for one year, unless separately quoted and billed on the customer invoice.

ENVELOPES: INCLUDED except on BC, GMP, TC, Year-at-a-Glance Computer Calendar, and all Wall Calendars. Gold lined envelopes, if available, are extra.

IMPRINTED ENVELOPES: \$10 per 100 (D) running plus \$20 (D) set-up.

"FACTORY READY" is defined as: all copy information, clean artwork, style, color, quantity, approved proof, etc. has been received and the order is completely ready for final production.

LOSS-SHORTAGE CLAIMS: Must be filed within 10 days. Our responsibility is limited to replacement value. Not responsible for CARRIER DELAY, FIRES, BREAKDOWNS, STRIKES, ACTS OF GOD, FORCE MAJEURE, ETC.

LESS THAN MINIMUM: Absolute minimum order is \$75.00. No quantity below 100 will be accepted except for specific items listing lower quantities. A "less than minimum" charge of \$39.00 (D) will be assessed on orders when less than the lowest listed quantity is ordered. This charge is in addition to the setup charge on a co-op order.

OVERRUNS & UNDERRUNS: Billing will be for actual quantity shipped, (pre-paid orders will be charged for amount ordered only). Amounts shipped are usually +/-10% up to 250, 5% up to 1000, and 2% over 1000. It must be clearly stated on each purchase order for "NO OVERAGES" (which are subject to short shipment) and "EXACT AMOUNT" (10% surcharge).

PARTIAL AND/OR SPLIT PADS: One pad partial year, 39¢ (D). Extra months (when available) will be charged additionally at regular listed pad price (see page 25).

PROOFS: Layout proofs available at \$12.00 (D) sent by fax or e-mail.

Product proofs per location: One Color @ \$35.00 (D); Two Colors @ \$75.00 (D); Full Color product proof: \$90.00 (D). Second and subsequent proofs necessitated by customer alterations are chargeable. Absolutely no product proofs after August 31st. Not responsible for typographical errors after proofs have been approved.

SHIPMENTS: F.O.B. FACTORY.

- Orders to a Post Office Box will be shipped Parcel Post Insured and should ship no later than September 16th to ensure a timely delivery. Distributor is responsible for Parcel Post Shipments after September 16th. We recommend expedited shipping methods for shipments outside the continental U.S. Shipping, Handling and Insurance charges are added to your invoice.
- NO C.O.D. shipments.
- Drop shipments without change of imprint and envelope pre-shipment are \$11.00 (D) each with a minimum of 100 per drop shipment.

SHIPPING DATES: Orders are shipped *when ready* unless otherwise requested. After September 16th, shipping date is usually 4 weeks from date of receipt of completed distributor order. Orders submitted after October 1st cannot be guaranteed for pre-holiday delivery. If a shipping date is changed (earlier or later) and it is necessary to remove it from storage, a \$30.00 (G) charge will apply.

STOCK: Colors may vary due to lot or batch color dies. Ad-A-Day® can not be held responsible. We will make commercially reasonable efforts to match your previous order color.

SUBSTITUTIONS: Substitutions may be necessary due to possible late season stock shortages, and delayed production may occur. Notification of available substitutes will be extended for your approval.

TERMS: Net 30 days, subject to credit approval. Ad-A-Day® accepts from distributors only: MasterCard, Visa, Discover and American Express. Overdue accounts subject to maximum monthly interest allowed by law. Should collection become necessary, additional charge plus attorney's fees will be assessed.

TRADEMARKS/SERVICEMARKS: Ad copy and/or special copy, logos, etc. sent to Ad-A-Day® are accepted by Ad-A-Day® as being in compliance with all laws which apply to trademarks, copyrights, patents, etc. Their use, when specified, is the responsibility of the distributor and customer who jointly and separately agree to indemnify and hold Ad-A-Day® harmless from any liability which may occur from the use of the submitted material.

WEIGHTS: All weights given are approximate and subject to change without notice due to continuing improvements in our production process. PRICES are net unless otherwise indicated and are subject to change without notice.