

## ORDER SPECS & GENERAL INFORMATION

- 1. 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. Please note, tobacco ads are not accepted.
- 2. AD COPY AREA/ADDITIONAL CHARGES:** Most imprinted styles have a maximum of 5 lines of copy. In some cases, additional lines are permitted at \$7.00 (X) per line (does not apply to full color products). Excess copy is distributor's responsibility as it necessitates smaller type, which may fill in. Recommended minimum type size is 7 points. Distributor is responsible for clarity of type smaller than 7 points.
  - a. 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.
  - b. Imprinting outside of standard copy area: Special composition charge of \$42.00 (D) plus running charge of 16¢ (D) each.
  - c. Copy change charge \$27.00 (D).
- 3. AD COPY, 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.
- 4. ART, DIGITAL (SUPPLIED FILES):** Supplied art files will be accepted in PC format only, and must be compatible with Adobe CS3 (InDesign 5.0, Illustrator 13.0 and Photoshop 10.0). A PDF (e-mailed) or hard copy (mailed or faxed) MUST accompany ALL supplied art files. Please contact our customer service department with art preparation questions.
  - a. Digital files up to 8MB may be e-mailed to [graphics@ad-a-day.com](mailto:graphics@ad-a-day.com) clearly stating the Purchase Order number in the subject line. FTP upload is available; please contact our customer service department for instructions. (NOTE: 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).
  - b. Files will be pre-flighted upon arrival to determine acceptability, and distributor will be notified if any problems are anticipated. Files requiring color separation or reworking will incur additional charges of \$60.00 (D) per hour (½ hour minimum) with customer approval.
  - c. Photographs should be supplied as TIF files at 300ppi resolution or higher. Raster (PhotoShop) files containing type should be created at 450–600ppi to preserve sharpness. Combining photos and type in either Illustrator or InDesign is optimal; see specs in d-e.  
NOTE: Images taken from websites are low resolution and are not acceptable for printing.
  - d. Type-heavy artwork should be set in Illustrator, converted to outlines, and saved as PDF.  
NOTE: fonts MUST be converted to outlines, including those in placed EPS images.
  - e. PDF files exported from InDesign are acceptable for ad layouts; use High Quality Print settings and include bleeds. If sending native InDesign files, include all support files: graphics, placed images and fonts, including those used in placed EPS images (i.e., job should be "packaged").
  - f. Art for one color imprint must be submitted in 100% black, NOT a CMYK build. Second color should be 100% magenta, and third color 100% cyan. Copy for printed and stamped products must be solid color graphics and text; screened copy such as halftones (photos) and tinted areas are possible but not recommended for printing, and not possible for stamping. For more than three colors please order a full color product (see pages 4–9).
  - g. 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.
- 5. ART, NON-DIGITAL:** Art for all of our products is created in digital (computer) format. Customer's logo or artwork will be scanned and combined with type in a design that complements the product, unless a specific layout is included.
  - a. CAMERA-READY ART: Originals must be dense black ink or toner on white paper, or high-quality color photographic prints (for color products). Screened photographs, transparencies, low resolution prints, photocopies, newspaper or magazine clippings, faxes, letterheads and business cards are not acceptable as camera-ready originals, although in some cases we can work from them (art charges may apply as specified in b). We reserve the right to determine acceptability of submitted originals and will notify the distributor with any problems.
  - b. NON-CAMERA READY ART: Any art that needs to be retouched, re-created or color separated will incur additional charges of \$60.00 (D) per hour (½ hour minimum).
  - c. RETURN OF MATERIALS: Artwork to be returned must be clearly marked as such and accompanied by an addressed envelope with proper postage at time of order. Artwork with no return request will be held for one year.
- 6. 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.
- 7. CHANGES & CANCELLATIONS:** If an order is cancelled before imprinting, stamping or assembly occurs on a stock item, applicable preparation charges will be incurred. If made afterwards, payment for completed work will be charged.
- 8. COLORS:** Prices include imprinting in one color (except full color products). Two or three color ads with close registration, as well as solid logos (especially on foil stamped products), require special quotations.
  - a. STANDARD COLORS: Black, Red PMS 185, Maroon PMS 208, Blue PMS 300, Green PMS 343, Brown PMS 4695. Others available at extra charge, see item c below. NOTE: for certain products (as noted in catalog), colored foils are substituted for inks. Foil colors will match standard ink colors as closely as possible but are not guaranteed to be exact matches. Aside from our standard Silver and Gold, other foil colors are not available.
- 9. 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.
- 10. CO-OP ORDERS:** \$27.00 (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.
- 11. ENVELOPES:** INCLUDED on products as noted in catalog. Gold lined envelopes, if available, are extra.
- 12. ENVELOPES, IMPRINTED:** Setup charge of \$22 (D) plus 12¢ (D) each running charge.
- 13. "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.
- 14. 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.
- 15. 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.
- 16. 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).
- 17. 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 29).
- 18. PROOFS:** Layout proofs available on request at a cost of \$13.00 (D) sent by fax or e-mail. Product proofs per location: One Color @ \$39.00 (D); Two Colors @ \$85.00 (D); Full Color product proof: \$99.00 (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.
- 19. SHIPMENTS: F.O.B. FACTORY.**
  - a. 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.
  - b. NO C.O.D. shipments.
  - c. Drop shipments without change of imprint and envelope pre-shipment are \$11.00 (D) each with a minimum of 100 per drop shipment.
- 20. 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.
- 21. STOCK:** Colors may vary due to lot or batch color dyes. Ad-A-Day® can not be held responsible. We will make commercially reasonable efforts to match your previous order color.
- 22. 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.
- 23. TERMS:** After credit approval, net 30 days. 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.
- 24. 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.
- 25. 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.