

Guidelines for Supplying Artwork

ACCEPTED FORMATS (Mac or PC)

- EPS files
- Adobe Illustrator CS4 or lower
- Quark Xpress 7.0 or lower
- CorelDRAW 12 or lower
- TIF format - minimum 300 d.p.i.
- 4 colour process jobs must be CMYK

UNACCEPTABLE FORMATS

- JPG, GIF or any files from the internet
- Microsoft Word or Powerpoint files
- BMP or PCX
- RGB colours

FONT INFORMATION

All text should be converted to paths, curves or outlines. This is the recommended method. The text will become an object and can no longer be edited.

To ensure the highest quality — use postscript fonts whenever possible.

If you need to send the fonts along with your artwork, make sure that all printer and screen fonts are included. Please zip or stuff your fonts.

Process Colours

Artwork that is prepared as 4 colour process should not contain Pantone colours. Make sure all colours are converted to CMYK. Extra charges will apply for additional spot colours.

Spot Colours

For spot colour printing use Pantone colours only — Do not use process colours. Make sure that the colour information, such as pantone numbers, is clearly marked in the file or hard copy.

SUPPORT FILES

Please include all support files used in your artwork, i.e. all images and fonts.

SAVING FILES

Do not save artwork at a lower resolution to create a smaller file. Once a file is saved in a low resolution we cannot do anything to change the artwork to a higher resolution. Low resolution files will result in choppy type and fuzzy pictures.

Artwork may be e-mailed directly to us or uploaded to our FTP site. Contact our office for our address.

Send your artwork as an attachment. **Make sure your company name and phone number are in the body of the e-mail letter. Fax us a purchase order and hard copy of the art to ensure receipt.**

Art charges may apply to recreate artwork to make it suitable for output.

INTERNET ARTWORK TEMPLATES AND GUIDELINES ARE AVAILABLE ON OUR WEB SITE AT www.jay-line.com

SEND ONLY THE FILES WE NEED. DO NOT SEND ANY OTHER ART FILES.

















A Hard copy is required for all artwork

WE CANNOT BEGIN YOUR ORDER WITHOUT A CURRENT HARD COPY OF THE ARTWORK.

Pad Printing Stock Colours

The following is a list of our stock inks for pad printing, with approximate PMS values.

A charge of \$25.00(G) will be applied for PMS matching.

	Medium Yellow - PMS 109		Royal Blue - PMS 293
	Medium Gold - PMS 131		Navy Blue - PMS 282
	Medium Orange - PMS 165		Teal - PMS 320
	Bright Red - PMS 185		Kelly Green - PMS 354
	Dark Pink - PMS Magenta		Forest Green - PMS 342
	Burgundy - PMS 222		Dark Brown - PMS 469
	Bright Blue - Process Blue		Deep Purple - Violet
	Medium Blue - Reflex Blue		Black & White

Colours above are for a guide only - Please refer to your Pantone Matching System guide for exact colours.

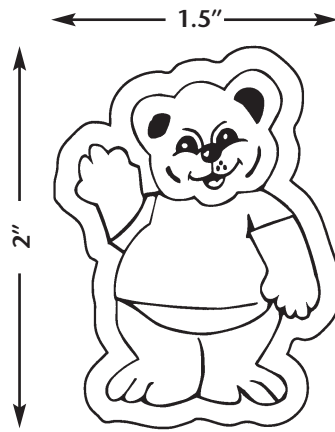
General Information

HOW TO CALCULATE SQUARE INCHES

To calculate the square inches of a product measure the widest horizontal measurement and the longest vertical measurement. Multiply these two figures to calculate square inches.

Decimal Equivalent Chart

.0625	1/16"
.125	1/8"
.1875	3/16"
.25	1/4"
.3125	5/16"
.375	3/8"
.4375	7/16"
.5	1/2"
.5625	9/16"
.625	5/8"
.6875	11/16"
.75	3/4"
.8125	13/16"
.875	7/8"
.9375	15/16"



FAX PROOFS

If requested we will be pleased to fax a proof of your artwork for approval before processing. Please specify on your order.

EXTRA CHARGES

Day-Glo/Fluorescent and Metallic colours, \$28.00(G)
Colour change, \$28.00(g),
Copy change, \$28.00(g) for offset printing
Copy change, \$48.00(g) for pad printed items

ARTWORK RETRIEVAL

If you require a copy of your artwork by e-mail or courier there will be a charge of \$25 plus shipping.

FOUR COLOUR PROCESS

Please call for special quotes on 4-colour process printing.

LARGER QUANTITIES

Call for special pricing on orders larger than published price list.

OVER/UNDER RUNS

Plus or minus 5% shall constitute fulfillment of an order.

**ALL PRICES AND SPECIFICATIONS ARE SUBJECT TO CHANGE WITHOUT NOTICE.
ON OCCASION IN AN EFFORT TO IMPROVE THE QUALITY OF OUR PRODUCTS WE MAY CHANGE
FINISHES, COATINGS, MATERIALS OR METHOD OF IMPRINTING ETC... AT OUR SOLE DISCRETION.**

Shipping *Critical Delivery Dates*

PLEASE MARK CLEARLY ON YOUR PURCHASE ORDER WHEN A CRITICAL DELIVERY DATE IS REQUIRED FOR AN ORDER. CUSTOMER SERVICE MUST RE-CONFIRM SHIP DATES AND METHODS OF TRANSPORTATION.

Drop Shipping

PLEASE PROVIDE A COMPLETED SHIPPING LABEL AND WE WILL DROP SHIP YOUR ORDER TO ONE DESTINATION AT NO CHARGE.
FOR MULTIPLE DESTINATIONS PLEASE ADD \$5.00 PER SHIPMENT.

Methods of Shipping

PLEASE SPECIFY ON YOUR ORDER THE PREFERRED METHOD OF SHIPPING. EVERY EFFORT WILL BE MADE TO SHIP YOUR GOODS ON TIME AND BY THE MEANS REQUESTED. IF SPECIAL SHIPPING IS REQUIRED TO MEET YOUR DELIVERY DATE YOU WILL BE NOTIFIED.
ALL ORDERS ARE F.O.B. ST. CATHARINES, ONT.

Trademark Notice

PRODUCTS AND LOGOS SHOWN IN THIS CATALOGUE APPEAR ONLY TO ILLUSTRATE THE BASIC PRODUCTS AND ABILITY TO INCLUDE MESSAGES AND ART ON THEM. IT IS NEVER INTENDED TO SUGGEST THAT IMPRINTS WERE DESIGNED BY THIS COMPANY OR THAT THE PRODUCTS WITH THOSE SPECIFIC IMPRINTS ARE READILY AVAILABLE TO ANY PURCHASER, WITHOUT PERMISSION OF THE OWNERS OF THE TRADEMARKED OR COPYRIGHTED ART OR COPY.

Trademarks, Copyrights and Registration Marks

THE FACTORY BEARS NO RESPONSIBILITY FOR LEGAL INFRINGEMENTS. WE ASSUME THAT THE CUSTOMER HAS PERMISSION TO USE ALL DESIGNS TO BE REPRODUCED ON JAY-LINE PRODUCTS.

Limit of Responsibility

THE LIMIT OF RESPONSIBILITY ENDS ONCE A COMMON CARRIER LEAVES OUR PLANT WITH YOUR SHIPMENT. CLAIMS FOR LOST, DAMAGED OR DELAYED DELIVERIES MUST BE MADE WITH THE CARRIER. *We will do everything we can from our office to assist in tracing your shipment.*

Returned Goods

MERCHANDISE MAY NOT BE RETURNED WITHOUT PRIOR AUTHORIZATION. IF THERE IS A PROBLEM WITH YOUR CUSTOM ORDER YOU MUST NOTIFY OUR OFFICE WITHIN TEN DAYS OF RECEIVING THE GOODS. ALL AUTHORIZED RETURNED GOODS MUST BE RECEIVED WITHIN TEN DAYS AFTER NOTIFICATION BEFORE A CREDIT NOTE WILL BE ISSUED.

Pricing Policy

THE PRICES IN THE JAY-LINE CATALOGUE ARE SUGGESTED PRICES ONLY. DISTRIBUTORS ARE NOT UNDER ANY OBLIGATION TO USE THESE PRICES. ANY VARIANCE FROM THIS PRICE LIST WILL NOT AFFECT THE DISTRIBUTOR'S RELATIONSHIP WITH THE FACTORY.

All attachments shown throughout the catalogue are subject to change based upon availability.