

# F R E E M A N

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DISCOUNT PRICE  
 DEADLINE DATE  
 OCTOBER 18, 2011

INCLUDE THE FREEMAN METHOD OF  
 PAYMENT FORM WITH YOUR ORDER

NAME OF SHOW: CANADIAN WASTE & RECYCLING EXPO / NOVEMBER 9-10, 2011

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

CONTACT NAME: \_\_\_\_\_ PHONE #: \_\_\_\_\_

E-MAIL ADDRESS \_\_\_\_\_

For Assistance, please call 514-868-6666 to speak with one of our experts.

For fast, easy ordering, go to [www.myfreemanonline.com](http://www.myfreemanonline.com)

## GRAPHICS AND SIGNS

To order your graphics, complete this order form and attach your sign copy or electronic file.  
 Please see guidelines for electronic files on the reverse side of this form.

### DIGITAL GRAPHICS

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

\_\_\_\_\_ L X \_\_\_\_\_ W = \_\_\_\_\_ sq. ft.

\* Printing on Foamcore, PVC or Vinyl banner  
 sq. ft. \_\_\_\_\_ x \$15.50/sq.ft. = \$ \_\_\_\_\_

\*\* Printing on Gatorfoam, Masonite or Plexi  
 sq. ft. \_\_\_\_\_ x \$19.50/sq.ft. = \$ \_\_\_\_\_

- 50% additional on order received after deadline date
- Minimum order per graphic 9 sq. ft. (1296 sq. in.)
- Double sq. ft. for double-sided graphics
- Round sq. ft. to next whole increment

Note: File conversion, retouching, cloning or colour correcting may incur additional labour 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 Colours \_\_\_\_\_

#### Backing Material:

\*Foamcore  \*\*Masonite

\*PVC  \*\*Plexi

\*\*Gatorfoam  \*Vinyl Banner

Vertical Horizontal Use Your Judgment For Sign Layout




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

\_\_\_\_\_

### STANDARD SIZES

#### CHOOSE YOUR SIZE:

	QTY.	Discount Price	Standard Price	TOTAL
7" x 11"	_____ @	\$40.00	\$60.00 =	\$ _____
7" x 22"	_____ @	\$46.50	\$69.75 =	\$ _____
7" x 44"	_____ @	\$54.50	\$77.25 =	\$ _____
9" x 44"	_____ @	\$56.50	\$84.75 =	\$ _____
11" x 14"	_____ @	\$49.50	\$74.25 =	\$ _____
14" x 22"	_____ @	\$54.50	\$81.75 =	\$ _____
14" x 44"	_____ @	\$97.50	\$146.25 =	\$ _____
22" x 28"	_____ @	\$101.00	\$151.50 =	\$ _____
28" x 44"	_____ @	\$148.00	\$222.00 =	\$ _____
20" x 60" (white only)	_____ @	\$144.00	\$216.00 =	\$ _____

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#### INDICATE YOUR SIGN COPY HERE:

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

Vertical

Horizontal

Use Your Judgment For Sign Layout

Background Colour: \_\_\_\_\_

Lettering Colour: \_\_\_\_\_

\_\_\_\_\_

#### TOTAL COST

Sub-Total \_\_\_\_\_ + \_\_\_\_\_ + \_\_\_\_\_ = TOTAL \_\_\_\_\_  
 5% (GST) 8.5% (PST)

# F R E E M A N

## CUSTOMER GUIDELINES FOR SUBMITTING GRAPHICS ARTWORK

Our desire is to provide you with the best possible quality graphics for your event or exhibit. You can help us in that effort by providing digital art files using the following guidelines. If you are sending us completed, print-ready files, please pass this information on to your graphics designer. Two overall considerations for submitting acceptable artwork involves proper resolution or size of the file to avoid poor quality images, and proper color matching information and proofs to insure accurate color reproduction.

### Please provide the following when submitting art

#### Minimum requirements for original artwork, such as logos, when Freeman is providing design and layout:

- 300 dpi resolution at a size of 8 x 10 inches (higher resolution files will result in improved final product)

#### Minimum requirements for final artwork that Freeman will reproduce exactly as provided:

- 100 dpi resolution at full size of actual finished product

#### Minimum requirements for both:

- All related PMS and/or CMYK color codes (If submitting CMYK values, please supply accurate color swatches)
- Accurate color proof print of artwork
- Contact name, phone number and e-mail address of art creator if applicable
- If submitting a "vector" type file, include all fonts, or convert fonts to outlines or paths

### Acceptable Software File Formats

We are capable of working with both PC and MAC based software, and can accept art created with the following software (listed in order of preference):

ADOBE—Illustrator, InDesign, and Photoshop  
COREL DRAW  
QUARK XPRESS

Files should always be saved in their native format. Please include all fonts and images.

### Acceptable File Types

Files that Freeman **can use** in order of preference, include:

EPS and AI (especially when submitting logos)  
TIF (especially when submitting photos)  
JPG (provided resolution is high enough for photo images; not recommended for logos)

File types that Freeman **cannot use** to reproduce high quality graphics include:

GIF files  
Microsoft Office software files such as Word (.doc), or PowerPoint (.ppt) file types  
Self-extracting files, such as EXE or SEA files

### Submit Artwork to:

Hope Humphries, Operations Manager | Freeman | 61 Brown's Line | TO, ON M8W 3S2

Questions? Please call 416 -252-3361

### Samples

#### Acceptable Logo Artwork:



EPS Vector File

#### Not Acceptable Logo Artwork:



GIF File

#### Acceptable Photo Artwork:



28mb TIF file

#### Not Acceptable Photo Artwork:



8k GIF file

### Ways to Send Artwork

Artwork files that are of acceptable resolution as listed will typically be too large to send via e-mail. Files should be sent via overnight delivery on either a CD-ROM or a DVD. A printed hard proof needs to accompany the files.

If you have any additional questions concerning file make-up, logos, resolution, etc. you may also contact the Graphics Manager - Hope Humphries - 416-252-3361 ext 246.

Please visit us at:  
[www.freemanco.com](http://www.freemanco.com)