



# General Information

## Promotional Graphics Also Available from Tru Art:

- Promotional Decals
- Point of Purchase Signs
- Safety Campaigns
- Fleet Markings
- Production Identification
- Prototype Manufacturing
- Presentation & Sales Tools
- Magnetic Promotions

All pricing is quoted in US Dollars, F.O.B. Factory (Iowa). For quantities in between those listed use the next lower quantity price shown. Basic order information consists of quantity, item number and description, size, ink colors, finishing instructions, ship date, complete shipping address, and shipping instructions. Submit all orders, new or repeat, with complete instructions, including printed or type written imprint with color break arranged to serve as a layout for composition. Production-ready high-resolution digital art should be supplied for all logos, custom typefaces, line drawings, etc. The factory will determine whether the art is considered production-ready. Customers will be advised of additional charges required due to poorly submitted art.

We can accept your **artwork in electronic formats** using disks, CD's, email, or our FTP server. Consult with the factory art department for current requirements, uploading capabilities, useable file formats, available software, etc. or see page 159. We are continuously updating our capabilities – please contact the factory for further information.

In accordance with accepted printing trade customs we reserve the right to ship an **over-run or under-run** of up to 4% on orders greater than 20 pieces. For **exact quantity add \$35.00 (G)** to your order. Your order will be invoiced accordingly. Unless specifically requested we will select the freight carrier with the best service/rate combination for your order.


















**Photocopy (laser) proofs or PDF electronic proofs** are available for \$12.00 (G). Please specify required proofs with your order. **Product proofs** for items up to 100 square inches in size are available based on complete art provided and a screen/set-up charge of \$60.00 (G) per color. Product proof charges are non-transferable and must be custom quoted for larger items.

**Copy changes** – except as noted on special items - must be sold as separate orders unless pre-approved by the factory. **Changes in copy colors** are available for \$24.00 (G) per change. The color break must remain the same. **Special color matches** (PMS Colors) are available for \$24.00 (G). Perfect PMS matches are not guaranteed due to the limitations of screen-printing and inkjet inks. **Split shipments** must be pre-approved by the factory and additional costs may be incurred. Unless otherwise noted the **minimum order quantity** required is the first column listed.

Our primary printing methods include digital inkjet and silkscreen (where heavy layers of ink are applied to a substrate through a screen mesh carrying the image to be printed). For long-term durability and color intensity please specify silkscreen process.

**Process color images can be screen-printed.** Please note the coarse resolution (65 to 85 lines) will apply to process color screen-printed images.

**Standard Ink Colors:** The following inks may be requested for promotional graphics items (banners, signs, counter mats, etc.) without incurring any special PMS charges:

Pantone Yellow 012		PMS 116 Yellow		PMS 130 Gold	
Pantone Orange 021		PMS 185 Red		PMS 208 Maroon	
Pantone Purple		Pantone Violet		Pantone Process Blue	
PMS 300 Peacock Blue		Pantone Reflex Blue		PMS 320 Teal	
PMS 348 Kelly Green		PMS 341 Hunter Green		Black	
PMS 873 Metallic Gold		PMS 877 Metallic Silver		White	