



GENERAL SAFETY COMPANY, INC.

110 Sunset Ave., Suite 100, Harrisburg, PA 17112-3055

Email: generalsafety-graphics@comcast.net

(717) 236-3820

Toll Free (866) 236-3820

FAX: (717) 236-1287

General Safety School Bus Traffic Safety Calendar AD SPECS:

Calendar printing is generated from files pulled directly off our computer graphics PC system. We can not accept MAC files. We do not cut and paste ads. We can't accept PMTs for ads *except* for scanning graphics. We can not accept negatives for copy. Please print a black and white print from the negative from which we can scan your logo or graphic. All logos should be black and white bitmap files unless you are paying the extra fees for grayscale or color.

If providing ad copy in file format, please make sure it is a PDF, EPS, Adobe PageMaker or CorelDraw edition compatible file. (Don't forget to include fonts or "convert type to curves" so we can manipulate your copy if needed.) We prefer to receive your copy by email file as long as your file is sent with any graphics as black & white bitmap files unless you are paying for grayscale or color.

We accept hard copy sent in the mail but in order for us to use any graphic in your ad, please mail all print copies of graphics in crisp, clean black and white copy form to produce higher quality scans. Do not send grayscale or color logos to be used in your ad unless you are including the add-on fees for those upgrades. We accept faxed copy only for illustration purposes, for body copy or to show a sample of a logo you would like in your ad. If we have that specific or a similar logo in a black and white bitmap format, a logo will be included in your ad.

If Emailing your ad, please send high resolution .PDF files. Logos should be sent in a separate file and be sent as black and white bitmap files. There are additional fees for grayscale logos and/or ads. Color is also available for additional fees. Email copy to: generalsafety-graphics@comcast.net. Graphics can be sent as .jpeg, .tif, .gif, .pdf files as long as they can be converted to a clean black and white bitmap file. Logos in bitmap.tif or bitmap.jpeg files work best with our software.

When sent a proof, the size shown is the exact size of your ad. Please note, however, the outline border is for illustration only; borders are eliminated unless specifically requested. Faxed Proofs are for content, layout and proofreading purposes only. The quality of any mailed proof will indicate the print quality of your ad.

WE USE CORELDRAW10, PAGEMAKER 7.0 & PHOTOSHOP 7.0.

- Individual graphics reproduce best if sent as black & white bitmap .tifs or .jpegs
- Complete & "To Scale" Ad Files work best as a .pdf or in the EPS format and include fonts as needed
- WORD files can be used for copy and layout BUT send any graphic as an bitmap attachment.
- We will gladly set you ad from written copy adding a compatible logo from our stock if you don't have one.



Special: **1/2 Off** all Prices shown Below! (Special Pricing Ends: Dec. 2012)

COLOR FEE SCALE

Note: Customer to supply CMYK or RGB %s when required to match color.

1. 4 Color Process (Full Ad) - Flat \$50.00 fee
2. 1 Color Photograph - \$25.00. 1 Black & white Photograph - \$15.00.
3. **Reverse Print - Solid Black Background with White Print - 25% of Ad Price.**
4. **One Solid Color** with Black Print - 20% of Ad Price. Screen Background & Color Print 25%.
5. **Two Solid Colors** - 30% of Ad Price.
6. **Three Solid Colors** - 40% of Ad Price.
7. **Four Solid Colors** - 50% of Ad Price.
8. **Five Solid Colors** - 60% of Ad Price.

PROOF FEES

1. Proofs Emailed or faxed - First Proof FREE
2. First Revision due to changes in copy or layout
if emailed or faxed: FREE. If a hard copy is printed and mailed a \$5.00 fee may be charged.
(NO FEE WILL BE CHARGED TO FIX A GRAPHICS DEPARTMENT ERROR INCLUDING: TYPOS, MISSPELLINGS, OMISSIONS, ETC.)
3. A \$5.00 proof fee will be charged for every proof revision thereafter resulting from multiple requests for alterations to content or layout.

LOGO ONLY FEES (Bitmap Logos incl. in ad price)

	Color	Grayscale
Small (1/6 of ad)	\$10	\$ 5
Med. (2/6 of ad)	\$15	\$10
Large (3/6 of ad)	\$20	\$15
XLg (4/6 of ad)	\$25	\$20
XXLg (5/6 of ad)	\$30	\$25