

## General Information

**LA LINE**



**ORDERS:** Orders must be placed using a written purchase order, FAX, or other document. Telephone orders will be accepted for exact repeat orders, & must be followed by timely written confirmation.

**REPEAT ORDERS:** Please identify repeat orders by your last PO number and date order was placed, or by our previous order/invoice number.

**CREDIT:** We require payment in advance for your first order. Supply credit references to apply for an open account thereafter. Mastercard, VISA accepted.

**ARTWORK:** \$30.00 (C) minimum for special lettering or complicated art. Specific copy or layout desired should be sent with order or we will use our best judgement to set up copy. Unless otherwise stated, there is no art charge for straight copy (block letters), stock typestyles, simple designs, National Trademarks or if camera-ready artwork is supplied. Artwork send via email must be Adobe Illustrator EPS (vector) file for PC with all Fonts converted to outlines (curves). Call with any questions.

**PRE-PRODUCTION PROOF:** \$15.00 (C) for a mailed, emailed, or FAXed paper proof.

**PRE-PRODUCTION SAMPLE:** \$70.00 (C) for a one color actual sample, \$25.00 (C) for each extra color.

**HALFTONES:** \$45.00 (C) per Halftone screen for both new and repeat orders. 35 line screen is our default.

**TURNAROUND TIME:** Normal delivery is 15 to 20 working days after receipt of order. We are not responsible for delays due to shortages or any cause beyond our control.

**RUSH SERVICE:** 5 (working) days - \$140.00 (C) or 10% upcharge; 10 days - \$90.00 (C) or 5% upcharge; 15 days - \$45.00 (C); unless otherwise specified. (Not all products have RUSH Service. Call first to check availability).

**IMPRINT COLORS:** Black, White, Red, Orange, Yellow, Green, Med. Blue, Reflex Blue, Ultra Blue, Silver, Gold. PMS Color matching @ \$45.00 (C) per match, but not guaranteed. Stock colors are no extra charge.

**OVERRUNS & UNDERRUNS:** Within 5% of the order quantity, unless otherwise specified.

**COPY & COLOR CHANGES:** \$30.00 (C) per copy change, \$ 11.00 (C) per color change per order.

**SHIPPING:** If no instructions are given, we will ship prepaid by UPS ground, (FOB our plant in Ohio, unless otherwise specified). UPS Overnight (Red), 2 day (Blue), and 3 day (Orange) shipping are available. Motor Freight shipments will be assessed a skidding charge of \$25.00 (C) per skid.

**SPLIT SHIPMENTS:** Add \$25.00 (C) per release. Quantity pricing usually applies. Entire order must be shipped within six months of the date we receive the original order.

**ADJUSTMENTS:** We guarantee all of our work (not application) as we use the best materials available. Any complaints or adjustments must be made within 3 months of shipment.

### STOCK TYPESTYLES:

**AACHEN BOLD**

AVANTE GARDE

**BOOKMAN BOLD**

*Brush Script*

**CLARENDON BLACK**

**COOPER BLACK**

**ERAS ULTRA**

**FRANKLIN GOTHIC HEAVY**

**FUTURA BLACK**

**EURO BOLD EXTENDED**

**HELVETICA BLACK**

**HELVETICA BOLD**

**NEW BASKERVILLE BOLD**

**OPTIMA BOLD**

**RENFREW**

**SOUVENIR BOLD**

**TIMES ROMAN BOLD**

**UNIVERS BLACK**

**WINDSOR**

We have nearly **1000 fonts** available. All can be rendered in *Italics*.

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**Prices effective immediately---Subject to change without notice**