

Full Color Postcard Order Form

GREAT AMERICAN PRINTING

an **ahg** Group Company

3810 Wabash Drive, Mira Loma, CA 91752

For customer service, please call 800-440-2368

from 9 a.m. to 5 p.m. Pacific Time.

Fax: 800-422-1378 · Visit our website at www.gapco.com

Step 1

FRONT SIDE

Orientation:

6 x 4 1/4"
H

Horizontal

4 1/4
x 6"
V

Vertical

Add text to the front (Helvetica font) Black ink White
(Unlimited text if you submit your own design via disk or e-mail)

Line 1 _____

Line 2 _____

My artwork sent via:

Disk (3.5" floppy or Zip or CD)

E-mail (send to: sales@gapco.com) Please zip or stuff files.

File Name: _____

Format (see guidelines on reverse): _____

Digital photo Transparency Photo Print

(GAPCO is not responsible for reproduction of digital photographs.)

Step 2

BACK SIDE

Orientation: Horizontal (6 x 4 1/4") Vertical (4 1/4 x 6")

Note: Postal regulations require all copy to appear within a 3-1/4" square from the upper left corner of your postcard. Copy is not allowed 5/8" from the bottom of the postcard. Postal regulations are subject to change. Please check with your Post Office if you are planning to mail your postcards.

Set copy – Maximum 5 lines, 50 words total
(Unlimited text if you submit your own design via disk or e-mail)

Line 1 _____

Line 2 _____

Line 3 _____

Line 4 _____

Line 5 _____

NOTE: Great American Printing is not responsible for illegible copy or customer errors. Please type or print clearly.

My artwork sent via:

Disk (3.5" floppy or Zip or CD)

E-mail (send to: sales@gapco.com) Please zip or stuff files.

File Name: _____

Format (see guidelines on reverse): _____

Step 3

Shipping Information

NAME _____

ADDRESS _____

CITY/STATE/ZIP _____

PHONE (IF WE HAVE QUESTIONS) _____

FAX _____

E-MAIL – SEND ME UPCOMING SPECIALS, MARKETING IDEAS _____

Step 4

Item	Price/500	Quantity	TOTAL
FULL COLOR POSTCARDS	\$99.95		
ADD TEXT TO FRONT	\$15.00		
ADD'L. TYPESETTING (BACK) OVER 50 WORDS	\$25.00		
COLOR SCAN (LOGO OR PHOTO)	INCLUDED	1	N/C
Subtotal			
Shipping and Handling: \$10.50 per 500 postcards			
California Residents Add 7.75% Sales Tax			
TOTAL AMOUNT ENCLOSED			\$

Step 5

Method of Payment:

Check

Money Order

MasterCard

VISA

American Express

Discover

Make checks/money orders payable to: Great American Printing
(\$20.00 charge for all returned checks)

CREDIT CARD NUMBER _____

EXPIRATION DATE _____

SIGNATURE _____

Step 6

Frequently Asked Questions – Postcards

Pricing Includes:

- One bleed image on the front – full color
- Scanning one transparency or reflective art (photo)
- Typesetting (on the back) up to 50 words total – Helvetica font (five lines maximum) – black ink only
- Printing on premium 10 pt. coated 1-side card stock
- Digital files submitted for front and back – no extra charge

Additional Pricing:

- Additional text on front – \$15
- Additional text on back (over 50 words) – \$25
- Shipping and handling – \$10.50 per 500 postcards.

Prices effective 3/1/02 and subject to change without notice. By submitting an order, you are acknowledging that there are no copyrights preventing the unauthorized reproduction of your photo. You also certify that you are giving Great American Printing Company permission to reproduce your company logo and that you own the rights to use the image(s) being reproduced. If you are dissatisfied with your order, please notify Great American Printing within 30 days of receipt of your order.

Please check your order to make sure everything has been completed.

• PHOTOCOPY THIS ORDER FORM FOR YOUR RECEIPT •

Electronic/Computer File Guidelines

You can provide your logo, symbols or the entire card layout.

GENERAL GUIDELINES:

- An order form and laser print **must** accompany all supplied disks or be faxed to 800-422-1378 when e-mailing files. Save multiple orders as separate files. Name each file with the name of the person on the card.
- Disk formats accepted are 3.5" floppy or Zip disks and CDs.
- Mail orders to: 27102 Burbank, Foothill Ranch, CA 92610 or e-mail files to sales@gapco.com – an order form and laser print must be faxed to 800-422-1378 for all files submitted by e-mail.

POSTCARD LAYOUT GUIDELINES:

- Set your page size to 4.25" x 6".
- Do not include crop marks in the file.
- Do not put a frame around card.

FONTS:

- Please use Type1 postscript fonts ONLY. Some truetype fonts are unreliable when output at high resolution. If you must use truetype fonts, please convert the text to curves, paths or outlines.

IMPORTED GRAPHICS GUIDELINES:

- Color photos should be scanned at 300 dpi at 100% of printing size, and saved as CMYK EPS files.
- B/W photos should be scanned at 300 dpi at 100% of printing size, and saved as grayscale EPS files.
- Use vector drawing programs (Illustrator or Freehand) if possible for text and line graphics.
- Text created in Photoshop must be saved as EPS and be a minimum of 800 dpi at printing size.

**ALL FILES SUBMITTED MUST BE POSTSCRIPT (.PS OR .EPS) OR ADOBE ACROBAT (PDF).
GREAT AMERICAN PRINTING WILL NOT ACCEPT NATIVE PROGRAM FILES.**

CREATING POSTSCRIPT & ADOBE ACROBAT FILES: Instructions below contain basic information on how to create postscript and Acrobat files from most applications. If you experience difficulty creating your file, please refer to your software manual or the customer support phone line for your particular software. Unfortunately Great American Printing cannot provide technical assistance for all of the programs being used to create graphics files. If you have the ability to create pdf files please do so. All files must be composite not separated. Do not trap your file, we will trap your file on our Scitex system at no charge. All colors must be specified within your files as CMYK. Colors specified as RGB or PMS will be converted to the closest CMYK equivalent. Sometimes this is not a close match.

QUARK EXPRESS: Save page as eps. Format as Mac Color. Data as binary. OPI to include images. Along with your eps file, please send all font suitcases and Postscript fonts as Quark does not download fonts into eps files.

PAGEMAKER: Select Acrobat PPD. In options make the following selections: send image data normal, send binary, download fonts postscript & truetype, use symbol font for special characters, write postscript file as eps. Please do not send font files.

ILLUSTRATOR: Convert all fonts to outlines. Rasterize any gradients to 300dpi CMYK. All imported objects need to be embedded not linked. Save file as eps, including all fonts for Macintosh. Please do not send font files.

FREEHAND: Convert all fonts to paths, Save file as eps. Please do not send font files.

COREL DRAW: Export file as eps. Set export text as curves with PICT format for image header. Please do not send font files.

ALL OTHER PROGRAMS: Print page to a postscript file, downloading all fonts with a Macintosh preview if possible. Please do not send font files.

ADOBE ACROBAT: Set all compression off. Set fonts to embed all. Make sure convert to RGB is not set. Open file and review in Acrobat Reader before sending to Great American Printing to make sure it distilled properly.

Thank you for following these guidelines. Great American Printing will not be responsible for poor quality due to files not adhering to our guidelines. Please note that due to inconsistent calibration of video monitors, print reproduction may not match the colors of video displays.