



your one-stop shop for  
**total** marketing communications  
 and point of purchase  
 graphic **solutions**

## Flexible Event Graphics

### Event Graphics

- Photographic quality
- Printed on polyester-based media
- Laminated with durable 15mil polycarbonate
- Hook & Loop Velcro-brand adhesive tape included

With proper care and handling, your graphics will last for years.

**Event Graphics: Two 17" x 22"** **\$89**

Reference #ST-FEG1722

**Event Graphics: Two 17" x 40"** **\$129**

Reference #ST-FEG1740

**Event Graphics: One 22" x 34"** **\$89**

Reference #ST-FEG2234

**Event Graphics: One 30" x 40"** **\$129**

Reference #ST-FEG3040

**Event Graphics: One 34" x 48"** **\$185**

Reference #ST-FEG3448

**Event Graphics: One BIG 34" x 60"** **\$209**

Reference #ST-FEG3060

### Conference Signage & Litigation Graphics

These unlined, mounted graphics are ideal for directional signage at corporate events and conferences. And they give trial attorneys the competitive edge in any case.

- Smudge-proof vinyl media (No lamination required!)
- Rigid 3/16" Gatorboard (Better than foamcore!)
- Free layout and typesetting for conference signs

Steep discounts apply on bulk quantities! Ask for a custom quote.

**Unlined Graphic: 22" x 30"** **\$65**

Reference #ST-CS2230

**Unlined Graphic: 34" x 48"** **\$129**

Reference #ST-CS3448

## Ordering is as easy as 1... 2... 3...

### Order online:

<http://tinyurl.com/75wj>

### Order by fax:

Complete the form on reverse and fax it to 707-269-0140.

### Order by phone:

Call 707-269-0400 today for personal assistance!

**Toll Free:** 1-866-462-3077



**GRAB THEIR ATTENTION!**

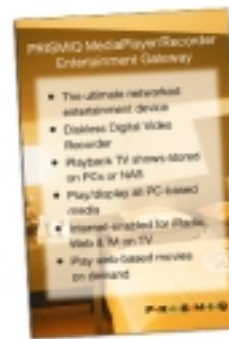
**THIS 30" x 40" FLEXIBLE EVENT GRAPHIC WILL SET YOU APART FROM THE CROWD.**

LAMINATED FOR

A Variety of Flexible Event Graphic Sizes to Choose From!

Perfect for Pop-Up Exhibits!

Call for a custom estimate!



**MAKE A SPLASH AT YOUR NEXT TRADE SHOW!**

**THIS 30" x 34" FLEXIBLE EVENT GRAPHIC IS JUST WHAT YOU NEED.**

LAMINATED FOR ADDED DURABILITY... VELCRO INCLUDED!



Cost-effective unlined graphics are ideal for directional signage at conferences!



And they make great litigation graphics in the courtroom!

## Recommended Accessories:

**Large Format Graphic Design** (per product) **\$75**

Take advantage of our marketing and design expertise! We can design and prepare award-winning graphics for you, based on your direction

**High-resolution Scan** **\$35**

High-resolution digital scan of original flat artwork up to 11" x 17".

**Stylish and Sturdy 12" x 38" Graphics Case** **\$150**

Protect your investment in graphics with a 12" x 38" SmartPak Graphics Case. Great for shipping or just checking as luggage.



# We make it simple...

## Call today!

707-269-0400  
866-462-3077

## Fax this form:

707-269-0140

## Mail to:

Agreda Communications  
803 F Street  
Eureka CA 95501

(by appointment only)

## Email:

info@agreda.com

## Visit our online store:

www.MarcomAndPOP.com

Your one-stop shop for total marketing communications and point-of-purchase graphic solutions!

## Artwork submission:

### email (for files ≤5MB)

files@agreda.com

### ftp (for files >5MB)

www.MarcomAndPOP.com

Client ID: files@agreda.com

Password: guest

Click on the "Guest Fileshare" link, select the artwork folder and upload your files. We will automatically be notified.

Compress all files into one archive (.sit or .zip) prior to sending. Call or email for source file format requirements and specifications.

### Attention Repeat Customers:

Request access to our client Intranet for online file-sharing, private discussions, calendar and more!

○ Yes! Sign me up and send account info.

## How to Submit Your Artwork

For best results follow our guidelines. Marcom and POP cannot be held responsible for errors or delays due to incorrectly submitted files.

### Aren't sure what you want it to look like?

Fax a sketch of an idea if you aren't sure about what you want the end product to look like. Fax a simple line-drawing sketch of it to us at 1-707-269-0140 and we'll tell you if it will work. Please call 707-269-0400 or Toll Free 1-866-462-3077 (10am - 5pm PST) if you have any questions.

### General information, specifications and accepted file formats:

**Color Management:** Agreda operates a color managed workflow. We will convert your files to our custom profiles for optimum color control.

We accept both RGB and CMYK files. RGB files will produce the greatest color gamut and maximum vibrancy. For best results select "U.S. Prepress Defaults" to set the default color working spaces under the Color Settings menu of your graphics application (i.e. Adobe Photoshop, Illustrator, etc.).

- Do NOT embed any color profile other than "Adobe RGB" into your RGB files.
- Do NOT embed any color profile other than "U.S. Web Coated SWOP" into your CMYK files.
- When in doubt, leave it out. We will convert your files to our output profiles from their default setting.
- Regularly calibrate and profile your monitor to ensure accurate on-screen display.
- All supplied image files and placed graphics should be 100DPI (max) at 100% of the actual size they are to be output.

**Illustrator (Preferred):** Save files as compatible with Version 10 (or earlier) for Mac OS. Placed images should be 100 DPI, at actual size.

Document Setup dimensions should equal 100% of the actual size it is to be output. Link and supply all images, do not embed. Supply Mac OS fonts and/or convert all fonts to outline.

**Photoshop (Preferred):** Provide layered files whenever possible to facilitate any necessary color correction. Save as .PSD compatible with version 7.0 (or earlier) for Mac OS or 5.0 for Windows. Supply Mac OS fonts and/or rasterize all type.

**Quark Xpress:** Save files as compatible with Version 5.0 for Mac OS. Placed images should be 100 DPI, at actual size. Link and supply all placed images, do not embed. Supply Mac OS fonts. Document Setup dimensions should equal 100% of the actual size it is to be output.

**Acrobat (PDF):** Press-optimized at 100% of output size. Embed all fonts. See applicable program specs for source document requirements. NOTE: Agreda cannot edit or alter PDF files and will not be responsible for waste caused by improper page setup specifications, resolution, type substitution and/or color-matching.

**PageMaker:** Save files as compatible with Version 6.5 for Mac OS or Windows. Placed images should be 100 DPI, at actual size. Link and supply all placed images, do not embed. NOTE: Font substitution MAY be required for any desktop publishing program files created in Windows' platforms.

Other accepted file formats include: TIFF, EPS, PICT, JPEG, PDF, PS\*, PRN\*. \*NOTE: Agreda cannot edit or alter Print files and will not be responsible for waste caused by improper page setup specifications.

The following formats ARE NOT accepted: Quark for Windows, Macromedia Freehand, Corel Draw, Microsoft Publisher or Word, CAD, DWG.

Media accepted for delivery include: CD-ROM, CDR, DVD, ZIP100MB, ZIP250MB, and FTP or Email (see below).

**Pantone Colors:** Many PMS colors will not reproduce accurately with InkJet technology. Please request pre-production proofs if color matching is critical. Additional cost may apply.

**Maximum Image Width:** 34.75" by any length. Wider images will be tiled out. Graphics longer than 72" MAY include random faint refill marks depending on ink coverage. (Rule of Thumb: The larger the graphic, use less ink coverage)

NOTE: Compress all files first! Preferred file format for upload is BinHex encoded Stuffit archive for Mac OS including all necessary artwork files, linked graphics, and fonts, etc. Ziplt files also accepted.

### Emailing your artwork:

Send files less than 5MB in size to files@agreda.com. Anything larger must be posted to our FTP site or sent on disc.

### Client Intranet accounts:

Repeat clients or customers with large orders may request an account that provides access to private online file-sharing directories, discussion threads, calendars and more. To request an account email info@marcomandpop.com.

### Uploading your files to our FTP site:

1. Point your web browser to:  
**http://www.MarcomAndPOP.com**
2. Log in at the top of the page (Client I.D. = "files@agreda.com" & Password = "guest")  
(Use your personal account information if you already have an account. To request an account, email info@marcomandpop.com)
3. Click on the "Guest Fileshare" link under the "Documents" heading.
4. Select the "Artwork" folder from the pull-down menu under "Upload File".
5. Click the "Browse" button and find the file to be uploaded. Select your file and click "Open".
6. Enter a brief description of the file in the "Document Notes" field.
7. Please be sure to select the "Notify Users" checkbox.
8. Click the "Upload File" button once. The file will begin transferring and a timer will indicate its progress.
9. The page will automatically refresh when the file transfer is complete. Your file name will appear listed in the artwork folder and we will automatically be notified that it is there. We will contact you with any questions or concerns.

NOTE: Depending on the file size and your connection speed, transfer may take a while. Compress all required files into one .zip or .sit archive.

### Mail It!

If your artwork is larger than 15MB, it may be best to send it on portable media. Media accepted for snail mail delivery include: CD-ROM, CDR, DVD, DVD-RAM, ZIP 100MB, ZIP250MB.

It is the Customer's responsibility to insure their freight with the selected carrier, to or from our office. Do not send one-of-a-kind and/or valuable originals. We do not assume liability for materials that get lost, damaged or vandalized in the mail, on-site, or anywhere in between.

Submitting an original copy with your order constitutes an agreement that the acceptance by Marcom and POP of the original is without other warranty or liability, and recovery for any incidental or consequential damage(s) is excluded.

**agreda**  
communications

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## Terms and Conditions

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### Artwork Reproduction: The Fine Print

It is Against the Law to reproduce, in any manner, original artwork or photos without written permission of the artist. Marcom and POP will carefully examine all orders to determine if the materials to be reproduced have a copyright claim from someone other than you, the customer. If there is a copyright on the image, we ask that you provide a written consent to reproducing or manipulation from the image's photographer, studio, or artist. For images with questionable copyrights, should we decide to reproduce it, we will document our order carefully in compliance with graphics industry Copyright Guidelines. Exceptions to this include: copying or restoring a photograph for personal use, when in all likelihood the photographer or studio won't object (e.g., restoring an old family photo from 1920); or if you can provide proof of a previously arranged 'blanket' consent by the creator to obtain copies in the future without authorization. Finally, when you furnish your materials to us, you agree to release us and hold us harmless from any claims or liabilities arising from reproduction of the materials, or your use of them.

### First-Time Customers:

Orders greater than \$500 require a 50% deposit payable prior to beginning the project, with the balance and freight due prior to shipping. We accept credit cards, cashiers checks and money orders. If your payment is sent via U.S. Mail, your project will not begin until payment is received.

### Repeat Customers:

Please contact us if you would like to apply for Credit Terms. Otherwise, above-referenced terms apply.

### Shipping:

Customer assumes all insurance and delivery risks or damage at FOB point as provided in common law.

The shipping quote shown at time of purchase may be different than the website charges stated, depending on imprinting, finishing and packaging materials and shipping method used. Actual costs will be added to your invoice upon delivery. Insurance will be added to all packages over \$100 unless instructed otherwise. The responsibility of determining additional shipping instructions and insurance is that of the Buyer. Marcom and POP are not transportation experts, and if the Customer wishes us to determine the best routing, we agree to exercise only reasonable care and diligence and cannot be responsible to determine the lowest cost alternatives in all cases.

### Finalization of Orders:

Orders are considered FINAL when Marcom and POP receives a signed estimate, fax, email or verbal confirmation, a purchase order, approved art (if applicable), shipping address, and deposit /payment.

### Canceling Orders:

If a job is changed or canceled by the Customer after finalization is complete, we reserve the right to charge the Customer up to the total cost of materials for the job.

ANY PRODUCT DEFECTS OR DISCREPANCIES MUST BE BROUGHT TO THE ATTENTION OF MARCOM AND POP WITHIN 48 HOURS OF RECEIPT OF ORDER. EXCLUDING MANUFACTURER'S DEFECTS, NO REFUNDS, CREDITS OR EXCHANGES SHALL BE CONDUCTED ON ITEMS THAT HAVE BEEN IN CUSTOMER'S POSSESSION MORE THAN 48 HOURS. ANY EXCEPTIONS SHALL BE MADE AT THE DISCRETION OF MARCOM AND POP MANAGEMENT.

### Return of Merchandise:

No merchandise may be returned to Marcom and POP without prior written authorization in the form of a Return Authorization Form. Customer agrees to pay return freight, as well as reasonable storage charges for merchandise returned without prior authorization regardless of the merits of return. Liability for loss or damage shall rest with Customer until such return is duly authorized and accepted by Marcom and POP. Product defects shall be covered under existing manufacturer's warranties.