



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

Retail P.O.P. Shelf Talker Design

Custom Poly Bag Header Tag Design **\$265**

Perfect for small parts and lightweight products, the poly-bag is the most cost effective packaging. Hit the right audience with our professional design and sales/marketing consultation.

Reference #BX-HTDES

Point-of-Purchase Coupon Pad Design **\$230**

It's called "P.O.P." for a reason: your sales literature must pop out in front of the consumer! No problem when you have Point-Of-Purchase sales coupons.

Have us design your POP coupon today! We'll create an attention-grabbing layout and write copy that gets your message across.

Reference #BX-PPAD

Point-of-Purchase Shelf talker Design **\$325**

Speak to your audience with a custom-designed, dimensional shelf talker and attached padded sales literature. Your new Shelf Talkers will increase sales!

Reference #BX-PPAD-TALK

All Point-of-Purchase Designs include:

- Up to three rough comps of the front
- Custom graphic design services
- One high-resolution scan
- Expert copy writing/editing
- Prepress file preparation
- Final artwork on CD

Prices based on your properly formatted artwork file. Or, choose any of our **Design** options, and let our experts create artwork for you! For other sizes or bulk quantities, contact us.

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

Order online:

<http://tinyurl.com/6au5t>

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



Header Tag Design



Point-of-Purchase Tag Design



TWO
POPS
IN
ONE!

Point-of-Purchase Shelf Talker Design

Recommended Accessories:

Spot Illustration **\$210**

Technical Drawing or Photo-Illustration up to 5" X 8" -- Ideal for Brochures and Boxes!

Quick Start Guide Design **\$250**

Build customer loyalty by making it easy for them to know how to use your product! We'll design and prepare for press one Quick Start Guide for your product

We make it simple...

Call today!

707-269-0400
866-462-3077

Fax this form:

707-269-0140

Mail to:

Marcom And POP
PO Box 16
Eureka CA 95502

FedEx/UPS Ship to:

Marcom And POP
803 F St.
Eureka CA 95501

Email:

info@marcomandpop.com

Visit our online store:

www.MarcomAndPOP.com

Artwork submission:

email (for files ≤5MB)

files@marcomandpop.com

upload (for files >5MB)

www.MarcomAndPOP.com

Client ID:

files@marcomandpop.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.

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: MarcomAndPOP 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: We 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: We 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.

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. ZipIt files also accepted.

Emailing your artwork:

Send files less than 5MB in size to files@marcomandpop.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 web site:

1. Point your web browser to:
http://www.MarcomAndPOP.com
2. Log in at the top of the page (Client I.D. = "files@marcomandpop.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.

We make it simple...

Call today!

707-269-0400
866-462-3077

Fax this form:

707-269-0140

Mail to:

Marcom And POP
PO Box 16
Eureka CA 95502

FedEx/UPS Ship to:

Marcom And POP
803 F St.
Eureka CA 95501

Email:

info@marcomandpop.com

Visit our online store:

www.MarcomAndPOP.com

Artwork submission:

email (for files ≤5MB)

files@marcomandpop.com

upload (for files >5MB)

www.MarcomAndPOP.com

Client ID:

files@marcomandpop.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.

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

Yes! Sign me up and send account info.

Terms and Conditions

File Preparation Fees:

If your artwork is not "click and print-ready" and requires manipulation of any sort (i.e., image or copy editing, addition of bleeds, crop lines, converting from a Microsoft Word document to a PDF, etc.), we reserve the right to charge a minimum of \$35, up to \$65 (or more) per file, depending on the amount of work required. Marcom and POP staff will attempt to notify client either verbally or in writing of any additional File Preparation Fee. However, if a client has requested a Rush timeline and is unreachable within that timeline, it may be impossible to provide notice and still make client's requested deadline. Your sales order implies an understanding of this potential surcharge.

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 less than \$500 require full payment, including freight, prior to shipping. Orders greater than \$500 require a 50% deposit payable prior to beginning the project, with the balance and freight due prior to shipping, unless Payment Terms have been arranged. 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.

Warranty / Return of Merchandise:

All merchandise must be inspected and any defects reported within 48 hours of receipt or we cannot provide exchange, credit or refund. 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. MarcomAndPOP warrants its products will be free from defects in materials and workmanship in normal use and service. If a product is proved to be defective, then the exclusive remedy, and our sole obligation, shall be our option to replace that quantity of the product which is proved to be defective or to refund the purchase price for that portion of the product to be defective. No returns on non-defective merchandise.