

CONDITIONS OF SALE & ARTWORK SPECIFICATIONS

GENERAL

- All quotes are valid for 30 days from the quotation date and does not include taxes.
- New accounts require a 50% deposit prior to printing, balance C.O.D. Taxes not included.
- Prices are subject to changes due to paper increases.
- Allow $\pm 2\%$ difference for the finished image size
- Allow $\pm 5\%$ difference for over and under runs
- Proofs are billable
- A minimum of \$10.00 per item is required on all orders
- All prices, specifications, and promotional offers are subject to error, cancellation, substitution, and change by Rayacom at anytime without notice.
- All prices in Cdn Funds

CUSTOM ARTWORK

Custom Artwork constitutes art that is created, edited, or modified by a member of the Rayacom design team and is subject to a minimum design charge of 0.25 hours at the current rate.

PRINT READY ARTWORK

Print Ready Artwork constitutes artwork that is submitted by the customer that requires no additional edits, modifications in color, or text before production. They are printed "AS IS". It is agreed that Rayacom will not be held responsible for any errors, including spelling, grammatical, or errors in color, if the artwork has been submitted by the customer as "Print Ready Artwork".

ACCEPTABLE FILE TYPES

Rayacom will accept the following file formats for production.

- Encapsulated Post Script (.eps or .ps)
- Adobe Illustrator (.ai)
- Adobe Photoshop (.psd)
- Adobe PDF Corel Draw (.cdr)
- Adobe Indesign (.indd)

Rayacom will also accept the following file formats at 300dpi or higher. (200dpi or higher for large format where necessary)

- TIFF (.tif)
- Jpeg (.jpg)

The following file formats are also acceptable. However because of the nature of the programs the files may require a member of the Rayacom design team to bring the file up to the proper specifications, and may be subject to a minimum design charge of 0.25 hours at the current rate.

- Microsoft Publisher

Please note: When supplying any of the above mentioned files the customer must outline any strokes, provide the associated fonts, and/or outline text, sometimes referred to as "convert to curves". If you would do not see the file type you would like to submit or the program used to create your file, please consult a salesperson.

FILE/DOCUMENT SETUP

We prefer that artwork is not laid up. Single, separate files for each side of the piece are best. The customer does not need to send us artwork with crop marks already on them. These will be added during production.

EDITS & ARTWORK CHANGES

Be sure to send all conceivable changes at once. Each change may be subject to a minimum design charge of 0.25 hours at the current rate.

BLEEDS AND MARGINS

A Margin is a safe distance from a set point. (ie. The edge of a business card or the fold of a brochure). It is advised that any important images or info in submitted artwork have a minimum of 1/8" (0.125") margin from and folds, perforations, or the edge of the document. Staying inside of this safety area ensures that important text or pictures will not be cut off.

A "Bleed" is simply the extension of the background graphics that run beyond the final cut size of the image (ie. A business card or flyer that has color right to the edge). All artwork that falls into the bleed category must have a minimum 1/8" (0.125") bleed on all edges. Artwork that does not have bleed may have to be trimmed smaller than the size specified on the order to eliminate with borders where necessary.

