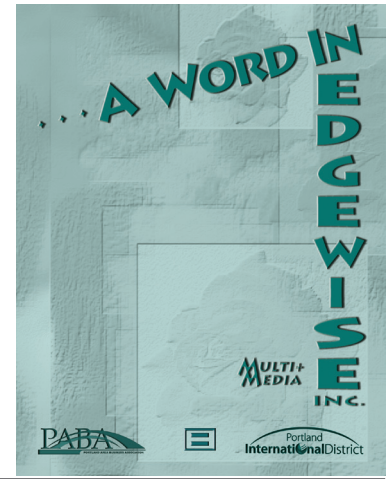


POLICIES, FILE TIPS, AND OTHER SERVICES

COMPANY INFO: A Word In Edgewise, Inc., has served the Portland/Vancouver market since 1997 and celebrates 20 years in business in January, 2010. We are committed to serving our community with honesty, integrity, and humor – yes, humor. We enjoy what we do and so we offer a few laughs along the way. We provide a safe, friendly, comfortable, and non-judgmental business environment.

Our Privacy Policy: *NO ONE gets your personal information from us. NOT EVER. All Work is Satisfaction Guaranteed and Discretion is Assured. “Sensitive” Materials left with us are safe and handled Confidentially.*

HOW * GREEN * CAN WE BE? A Word In Edgewise (AWIE) helps protect our planet. Our recycle to trash ratio is 10:1. We do our best to eliminate all waste, recyclable or otherwise. A major paper supplier, Mohawk Mills, generates 100% of its power using wind energy. Our paper choices are exclusively **Recycled Stocks**.



*** DIGITAL PRINTING *** Good quality, affordable, short to medium run, quick turnaround print process.

◆ **ALL DIGITAL PRINTING is done In-House on Recycled Stock.**

Digital uses toner and is not suitable for certain types of artwork, for example heavy solid color coverage. We always run a digital proof to be sure of quality. If we have any doubts, we will notify you and ask you to view a proof of your job before we print it.

*** OFFSET PRESS *** Best quality, offering heavier stocks and more finishing options such as High Gloss UV Coating, Semi-Gloss AQ, etc. Ideal for very large printing runs or High End needs.

◆ **ALL OFFSET JOBS are Printed on Recycled Stock with Soy/Veggie Inks using ZERO VOC Solvents.**

Production time takes longer than digital. On some jobs we can print a courtesy digital short run to “tide you over” until the offset job is completed.

LAYOUT: You can do it. We can do it -or- “WE” can do it. TELL us what you want, or JOIN US! Collaboration is often the key to successful and fulfilling design. Work with **AWIE** on our computer systems, using our software (Adobe Creative Suite 4). YOU play a major role in the creation. It’s fun! We archive and safely back up all customer files. Then, when you reorder, the process is simplified. We can make necessary changes here, email them to you to proof, and go to press!

SCANNING & PHOTO -or- IMAGE REPAIR: We can scan photographs or images up to 11” x 17” in color or grey scale. These can be included in your project. We also offer repairs to damaged photos or other artwork at our hourly rate. We can then give you a printout and an electronic file of the finished work for your archives.

RATES: Our service rate is \$45 per hour for layout, design, scans, etc. We bill in 20-minute increments (\$15 minimum).

Supply us with as much as you wish: text, photos, artwork, etc., and your ideas. At **A Word In Edgewise**, we run a “Open Shop.” No one hides behind a counter or in a back room.

We respect, welcome and encourage your input on a design project. Our goal is your satisfaction. YOU must be happy with YOUR final product.

NO HOSTAGES! We often have to recreate projects because the customer’s previous printer or designer refuses to give them the electronic files. Legal? Well, technically, yes. The creator of a project does have the right to ownership. Ethical? We don’t think so. **A Word In Edgewise** does not subscribe to that mind-set. You are welcome to a copy of your files right from the start. (File requests beyond 90 days after creation incur a \$15.00 File Transfer Fee to cover our time.) If, at some point, you decide to take your business elsewhere (we hope not but ...) we will NEVER hold your files hostage and refuse to send you the latest version. We archive inactive accounts for up to three years.

DIY -or- YOUR DESIGNER: If you hire a graphic designer, or “Do It Yourself,” please be sure to understand the printing process. It is different from the Web. We experience a number of file submissions from customers **and graphic designers** in resolutions unacceptable for printing. Our policy is that we have based our pricing on correctly sent files, and a graphic designer is expected to understand design elements relative to printing. We provide necessary information regarding file submission. However, we do not train. Therefore, time we spend with your designer on your behalf may be billable to your account. (We will consult you first.) Be sure to hire a reputable graphic designer. Be clear that you will be printing from their designs. Oh, and ask about getting copies of the finished products’ native files – remember “No Hostages” above.

We are celebrating 20 Years. AND have LOWERED our prices! However, prices are for PRINTING ONLY, based strictly upon receipt of customer-supplied electronic digital artwork that is Print Ready, Proper Resolution and Sized Correctly. This allows us to keep pricing affordable. PLEASE use the setup guidelines we offer.

FILE SETUP: Set Colors to CMYK before sending. RGB files will be converted to CMYK, potentially altering colors. **AWIE** does NOT guarantee exact color matches (except Offset Pantone® Spot within one shade). We offer FREE color digital proofs so you can decide if colors are close to what you want. Offset proofs are available and but are chargeable and add to production time. Colors generally do not print (CMYK) the same shade as they appear on your monitor (RGB). **IMPORTANT!!! MINIMUM RESOLUTION: 300 dpi (lpi, ppi) per Original Master File.** “Web” images are low resolution (72 or 96 dpi) and therefore, unacceptable for printing.

Continued ...

BLEEDS: Ink/Toner runs to the very edge. The item must be printed beyond the finished edge to accommodate a cut. If your artwork bleeds you **MUST** allow at least 1/8" (0.125") additional print margin on **ALL SIDES** that bleed. There is a \$5 fee per run for digital bleeds. This covers special layout, paper size and cuts. Other than artwork that bleeds, electronic files should be emailed the same as their finished size, **ONE UP**. Please do not "gang" images. In the print area, allow a 1/8" buffer at the edges. Never attempt to print **text** at the very edge of your design. Send each job in a separate file. Be clear about front and back, left and right, top and bottom.

FILE FORMATS: Our Printing Computer System is PC-based. We accept Adobe® (Acrobat) Reader Files (.PDF), .EPS, or .TIF. Be sure to flatten images embed graphics and set fonts to curves in the file. Native PhotoShop®, InDesign®, or Illustrator® files are also acceptable, and beneficial if we are to do any

CAUTION: Designs that have drawn lines, rectangles, or boxes as borders close to the edge of the card run the risk of the cut making the line/rectangle/box look slightly off center. This is especially true of small items such as business cards.

future editing on the files. We can accept MS Publisher® and MS Word® files. However, they can be problematic for printing and may have to be adjusted for printing. If we encounter a problem with your file as it is sent to us, we will contact you and offer the opportunity for you or your designer to correct the problem and re-send it. If you choose to have us fix your file, our standard rate is \$45/hour with a \$15 minimum, billed in 20-minute increments. Beyond a second incorrect file submission, you may incur a \$5 handling fee. We can also accept CD, DVD, Portable Drive (USB/FW) or Memory Stick if you prefer to stop by.

REMINDER: NO MATTER THE FORMAT, 300 DPI, LPI, PPI MINIMUM RESOLUTION.

PROOF! PROOF! PROOF! We offer proofing and/or correction services at our standard rate of \$45 per hour. Grammatical errors, misspellings, misplaced or stray graphics will be noted for you and/or your designer. If we have created the file, or have your native files, it can be corrected by us. We will then review the corrected work with you before it is printed to be sure nothing was missed. This can usually be done electronically via email.

AWIE gives only a cursory proof of what is submitted to us and assumes absolutely **NO** responsibility for typos, misspellings, or other errors, unless we are hired to do the final proof.

We cannot overemphasize the need to proof. Mistakes can be costly and reflect badly on your business. If you do not hire a professional proofreader, we recommend you ask someone who is not connected with your business or industry to proof for you. Avoid proofing your own compositions. It is too easy to read what you expect to be there and pass over mistakes. With the exception of highly technical or proprietary information, the further removed the person who does your proofing is from your business and industry, the better.

REMEMBER! A spell checker is just that. You can have a perfectly spelled word in the wrong place. The average spell checker does not alert you to incorrect context, tense, usage, etc. Therefore, it is imperative that every piece of work be read. Best way is print it out on paper rather than proofing using the computer monitor.

BINDERY SERVICES:

Basic Folding Prorated @ \$15/1000 (\$5 Minimum)

Half fold, tri-fold, or double fold up to 8.5" x 14"

Specialized Folding Prorated @ \$25/1000 (\$10 Minimum)

Odd paper size/fold ~or~ a double-fold larger than 8.5" x 14"

Hand Collating Prorated @ \$50/1000 Sheets (\$25 Minimum)

Stapling (Saddle Stitch x 2 Staples per Booklet) @ \$50/1000 Staples (\$25 Minimum)

Legal Info: At A Word In Edgewise, Inc., we are not judgmental. We are not the "Moral Police." However, we reserve the right to request a statement of ownership or permission of use for anything that appears copyrighted. We do not print anything in violation of copyright laws, nor anything that is illegal. For some "Sensitive" Materials, we may offer only in-house digital options. *Discretion is assured.*

PAYMENT IS DUE UPON RECEIPT OF GOODS. Due to the nature of the goods we sell, We **DO NOT** offer Credit until a working relationship has been established and references are provided. Some jobs require a deposit. *All Work is Satisfaction Guaranteed.* We do our best for Quality Control. **BUT** please check your order and notify us immediately if any goods we deliver fail to meet your expectations. We will correct it ~ or you owe us +nothing+. If you have already paid, we will refund your money. We do not believe in "store credits." Remember: No Hostages.

503.282.8787 ♦ www.AWORDINEDGEWISE.COM ♦ www.EDGEWISEPDX.COM ♦ **888.EDGEWISE**

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