

GRAPHICS TERMS AND CONDITIONS

Lead Time

Exhibits Southwest requires a lead time of 10 business days for all graphic orders under most circumstances. Lead time is measured from the day we receive digital files prepared in the manner outlined in our "Graphic File Preparation Guide" and, if applicable, the "Mural Preparation Guide". It is our policy to examine disks for obvious printing problems within two business days. If problems are found that require correction, lead time will commence when the corrected artwork arrives.

Proofs

Approval for artwork prepared by Exhibits Southwest is required before actual production. In order to meet your deadline, you must respond as quickly as possible. We will fax a proof if art is suitable and colors and dimensions can be stated and approved. Otherwise, we will e-mail a PDF file to be printed, signed and faxed back. PDFs can be opened with Adobe Acrobat Reader, available free at www.adobe.com/products/acrobat/readstep. If e-mail is unavailable or a fax unsuitable, the customer must make other arrangements to approve art. Resolution will be lowered on proofs for any raster artwork to reduce file size and ease data transfer.

Color proofs and full scale proofs (10" x 35" sample strip, useful for resolution evaluation) are available. Extra time may be necessary if the proofs must be delivered.

For artwork not prepared by Exhibits Southwest, the customer must assume responsibility for any errors in the design and layout. Proofs will not be provided.

- 1: I have read and understand my obligations to meeting production deadlines outlined above.
- 2: I am aware that charges may apply for delays, layout proofs beyond the first two, color proofs, etc. as outlined in "Graphics Charges".
- 3: I am aware of limitations and variability in color reproduction as outlined in "Digital File Preparation Guide".
- 4: **Please ensure that your designer gets both pages of the "Graphic File Preparation Guide"!**

I have read and accept the terms as stated: _____
signature