

# 2011 POP-UP CALENDAR ORDER FORM

- I'd like to order a 2011 Perrygraf Postage-Saver Pop-Up Calendar
- I'd like to request a quote and sample(s)
- I have a special offer code (please specify):  
\_\_\_\_\_



**Fax to:** 630.665.3491  
**Mail to:** American Slide Chart/Perrygraf  
 25W550 Geneva Road  
 Carol Stream, IL 60188

**Pop-Up Design Number:**  
**Quantity:**

**Calendar Year Setup:**

- Standard (Jan-Dec '11)
- Split Year (July '10-June '11)
- Academic Year (Aug '10-July '11)
- Foreign Language (specify):

**Calendar Imprint:**

- Black (FREE)
- One-color, not black (add'l charge)
- More than one color (add'l charge)
- Envelope, plain (included FREE)
- Imprinted envelope (add'l charge)

**Ship To:**

Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
 Telephone \_\_\_\_\_ Ext. \_\_\_\_\_  
 Fax \_\_\_\_\_  
 Email \_\_\_\_\_

**Bill To:** *(if different from "Ship To" above)*

Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
 Telephone \_\_\_\_\_ Ext. \_\_\_\_\_  
 Fax \_\_\_\_\_  
 Email \_\_\_\_\_

Item # or Description	Quantity	Unit Price	Total Price
Pop-Up with FREE Black Imprint			
Pop-Up Imprint Upgrade			
Envelope Imprint Upgrade			
Shipping & Handling Add \$16.50/box, up to 300 pieces per box)			
Tax (CA, CO, IL, add appropriate sales tax)			

<b>Total Order (U.S. Funds Only)</b>	
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**Your Method of Payment:**

- MasterCard
- American Express
- VISA
- Check/Money Order

Please indicate your charge card number:

\_\_\_\_\_

Expiration date: \_\_\_\_\_

Signature: \_\_\_\_\_

Please note: All Perrygraf Postage-Saver Pop-Ups are available in Split Year or Academic Year calendar formats for an additional \$50 design fee, with the exception of the Globe. Foreign languages are also available; please call for pricing. Specific pricing, file submission guidelines, and imprint parameters are outlined on the second page of this form.

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## Imprint Areas



Standard Poly Pop-Up  
Top & Bottom Panels  
2-1/8" x 2-1/8"

Envelope Size: 6" x 8" (outer edge to edge)

**Please note:** If you are inserting a card or other flat item with your Pop-Up, the **inside dimension of the envelope is slightly smaller** than the outer dimension shown above. Please check with your sales representative for specific measurements before printing your piece.

## File Specifications

### How to Provide Imprint Artwork

- Provide a complete digital/production-ready file of your logo and we will apply it FREE.
- Our design studio is Mac-based using Illustrator, Photoshop, InDesign and Freehand/MX. Please convert all artwork to text paths and outlines.
- Resolution guidelines for line art: 1200 dpi
- Resolution guidelines for tonal art: 300 dpi
- If digital files are not supplied and artwork must be created or retouched, please add an additional design fee of \$75/hour.
- We accept files in the following formats: EPS, JPG, TIFF, PSD
- The following formats are not acceptable: WMF, GIF, BMP, Corel Draw, Word, PowerPoint, Quark, PDF.
- ALWAYS send linked graphics, not embedded.
- A fax or photocopy is not considered production-ready artwork.
- There is no charge for a PDF or fax proof. There is a \$50 charge for each hard copy proof.
- If production-ready art or digital files cannot be furnished, please contact us for guidelines.

Program	Version	Mac	PC
Illustrator	Up to CS4	Yes	Yes
Photoshop	Up to CS4	Yes	Yes
InDesign	Up to CS4	Yes	Yes

Please convert *all* artwork and text to paths or outlines before submitting. Note that we can also work with Freehand/MX files.

## Pricing

Stock Pop-Up Pricing	250	500	750	1000	2500	5000	10,000
Postage-Saver Pop-Ups with FREE black imprint	1.18	.94	.85	.76	.69	.67	.59

Prices include two separate spaces for black imprinting on each Pop-Up. Every Pop-Up is inserted into an envelope; then delivered to you flat, unsealed and ready to mail. 3T, 3U, V

Stock Pop-Up Imprint Options	250	500	750	1000	2500	5000	10,000
Postage-Saver Pop-Ups with one color imprint, NOT black	1.44	1.07	.94	.83	.71	.68	.60
For each additional imprint color, add the following	.31	.18	.14	.12	.07	.06	.06

3T, 3U, V

Envelope Imprinting	250	500	750	1000	2500	5000	10,000
Envelope imprinting charge (add per color)	.31	.18	.14	.12	.07	.06	.06

3T, 3U, V

## Terms & Conditions

**SALES TAX:** We are required by law to collect sales tax if the product will be shipped to or billed in the states of CA and IL, unless you provide an appropriate resale or exemption certificate prior to producing the order.

**SHIPPING & HANDLING:** \$16.50 per box (contiguous 48 states only). Each box contains up to 300 pieces. Shipments are made UPS Ground, FOB our plant unless otherwise specified. All other arrangements billed to customer.

**PRODUCTION TIME:** Poly Pop-Ups are shipped approximately 2 weeks from receipt of approval for production.

**PAYMENT:** Orders of less than \$500 must be prepaid by check, credit card, or money order. Sorry, no CODs. On all prepaid orders, there is a shipping & handling charge of \$16.50 for 250 pieces and \$33 for 500 pieces. Companies with satisfactory credit ratings (D&B, ASI) may be billed on orders over \$500 (net 30).

