

DISPLAY GRAPHICS

PRODUCTS & PRICES

Guidebook

NEBRASKA PRINTING CENTER

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DISPLAY GRAPHICS PRICING

(PRICES LISTED ARE PER SQUARE FOOT UNLESS NOTED OTHERWISE)

PAPERS *Prints in widths up to 53"*

Short term use paper (indoor)	\$4.15
Durable long term use paper (indoor)	\$5.32

VINYLS & PLASTICS *Prints in widths up to 53"*

Banner vinyl (indoor or outdoor)	\$6.48
Control Tac, adhesive back (indoor or outdoor)	\$10.76
ScotchCal, adhesive back (indoor or outdoor backlit)	\$6.54
Backlit Indoor plastic (Photo realistic)	\$12.45
ScotchLite, reflective, adhesive back (indoor or outdoor)	\$35.74
Window Graphic, perforated, adhesive back (indoor or outdoor)	\$30.10
3M Protective finish for adhesive backed vinyls (indoor or outdoor)	\$5.92
Floor Graphics (indoor)	\$12.97
Sidewalk Graphics (indoor or outdoor, adheres to concrete)	\$17.34

LAMINATION *Lamination up to 54"*

3 mil one side	\$1.55
3 mil two sides	\$3.10
5 mil one side	\$3.10
5 mil two sides	\$6.20
3m protective finish for adhesive backed vinyls	\$5.92

MOUNTING *Mounting material comes in 4' x 8' sheets*

Artboard, image mounted to one side	\$2.25
Foamcore 1/4", image mounted to one side	\$4.10
Gatorfoam 3/16", image mounted to one side	\$5.00
Gatorfoam 1/2", image mounted to one side	\$9.50
Sintra 1/4", image mounted to one side	\$9.50
Mounting to backside of any product	\$2.25
030 Magnetic sign backing (24" x unlimited length)	\$4.80

FINISHING

Sewing and Grommets	47¢
Miniframing	\$2.93
Easel back, 5 sq. ft. or less, price per	\$7.69
Easel back, greater than 5 sq. ft., price per	\$24.97

MINIMUM CHARGES (per order, same material)

To print	\$50
To laminate one side	\$50
To mount	\$38
Creative	\$50

POPULAR PRODUCTS

The following is a list of prices for some products that have historically been in high demand. Unlike the list to the left, in which the media costs are broken out, the following prices represent the total cost for whatever printing, lamination and mounting is necessary to complete the job. *The prices are per square foot.*

Poster, printed on paper, 3 mil laminated both sides, short term use	\$7.25
Poster, printed on paper, not laminated and mounted on 3/16 gator	\$9.65
Poster, printed, 3 mil surface laminate and mounted on 3/16 gator	\$11.20
Poster, printed and mounted on 3/16 gator and finished with black miniframing.	\$14.30
Banner, including sewing and grommets	\$6.95
Vehicle graphics, solid areas	\$10.76
Vehicle graphics, window areas	\$30.10
Magnetic vehicle "cling" sign	\$15.56
Outdoor sign face, surface material only, does not include the sign substrate.	\$16.68
Reflective outdoor sign face, surface material only, does not include the sign substrate.	\$41.66
Floor graphics	\$12.97
Sidewalk graphics	\$17.34

CREATIVE

Powerful, eye-catching designs can be created by our experienced design staff. Design service is \$82.50 per hour.

SCANNING

Drum and flatbed scanners are available to scan photographs or artwork. Scans are \$40 each.

PROOFING

A "mini" version of your display image can be produced at \$20 for an 8 1/2 x 11 or \$40 for an 11 x 17.

ADDITIONAL OFFERINGS

Many other display materials and hardware units for indoor and outdoor use are available.

- Custom display designs
- Finish framing in many styles
- Unique cutout shapes

CREATING YOUR DISPLAY

There are several ways we can work together to create your display. Our creative team will work at the level of involvement you wish to produce your display to your specifications.

WE'D LOVE TO DESIGN YOUR DISPLAY!

Our creative team has years of experience designing functional and beautiful displays from the ground up.

We fully understand the uses and applications of our products, and how they can be used to make your display the best it can be.

Let us show you a mock up of your display as it would appear at your location showing exactly how dynamic your finished project can be. No guessing!

Call (402) 466-8521 for an appointment today to discuss your needs so we can share our vision for your display.

PRODUCING YOUR DISPLAY FROM YOUR FILES

- We accept files in IBM or Macintosh format. We prefer files in Adobe Illustrator & Macromedia FreeHand with all fonts converted to paths. Quark XPress, Adobe Pagemaker, or eps files with no font data can also be used.
- You may place a scanned image into your file, but if the resolution is inadequate we may need to re-scan it, in which case a fee may be incurred. For best results, scanned line art images should be recomposed in an illustration program like Adobe Illustrator or Macromedia FreeHand.
- When specifying colors in your program keep in mind that your display will be created on a CMYK (four color) printer. To help us match your colors as close as possible, please convert any pantone, RGB or custom colors to CMYK colors as this will more accurately emulate the results of the final product.
- If you have scanned artwork or photographs and import them into your layout, please supply us with original slicks or photographs at the largest size possible (up to 8¹/₂" x 11").
- For optimum performance, all type should be converted to paths. If you do not do this, you must send your fonts with your file.
- All graphics that have been imported into your file must be included on your disk.
- You must include a hard copy of your design, preferably in color. If e-mailing your art, please also send a jpg or Acrobat example of your file's desired appearance.
- Send your file on an IBM or Mac compatible floppy disk, CD or ZIP disk. Or email your files to prepress@npcenter.com. (If emailing, please stuff or zip your files into one file, then send that file). FTP capabilities are also available, contact us for a secure sight.

COMPLETING AND POLISHING YOUR DISPLAY

If you know what you want your display to be, but need a little help finishing it up, let us help. We have the capabilities to take your ideas and make them shine.

The following list of materials will help this process go smoothly:

- Send a sketch or hard copy showing the message you wish to appear.
- Share your preference as to the prominence of the various objects and/or messages on your display, as well as any color or typestyle preferences.
- Send any computer files or slicks of standard items such as logos at the largest size possible (up to 8¹/₂" x 11").
- Send photographs to be used on your display at the largest size possible (up to 8¹/₂" x 11").

USING PHOTOGRAPHY ON YOUR DISPLAY

Photography is a powerful and effective way to bring life to your display. However, there are some limitations depending on what you supply us with. Remember, photos on your display will only be as good as the original photos you provide. The display color may differ slightly from your original photograph due to the limitations of printing it in the CMYK gamut (an original photograph or file generally is RGB, which has a bigger spectrum).

Display photography is designed to look its best when viewed at a distance. A certain amount of "pixelization" may be seen upon close inspection. If you want a photograph included on your display, we advise contacting a professional photographer to shoot your subject in a film format larger than 35mm. Also, transmissive images (slides or transparencies) will reproduce better than reflective (snapshot) images.

The use of photographic images on your display requires sophisticated equipment and skilled operators. If special photo enhancements are requested, there will be an additional fee. This fee is based on the number of photographs on your sign and any custom work you would like us to do (such as clipping an object from a background, retouching or other enhancements). We will be glad to provide you with cost estimates.

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DISPLAY ORDER

2145 NORTH COTNER BOULEVARD | LINCOLN, NEBRASKA 68505 | PHONE: [402] 466-8521 • FAX: [402] 466-6272

Company Name: _____

Your Name: _____

Your Phone Number: _____

Job or PO Number: _____

Date / Time Due: _____

Ship To: _____

Platform: PC Macintosh

File Name: _____

Number of Pieces to be Printed: _____

Application / Version: _____

Page Size: _____ X _____

Other: _____ X _____

Other: _____ X _____

Colors: All jobs are printed as CMYK/Process. Please make sure that all files, including imported scans or vector files, are in CMYK mode. We match PMS colors as closely as possible.

PMS Colors: _____

Resolution: All scans on your display need to be at 72 DPI when used at 100%. If you have built the file for your display to scale, please adjust the resolution accordingly. For example, if built at 1/2 scale, the imported scan should be 144 DPI when placed into your file at 100%.

Fonts: Please convert your fonts to paths if possible. If they cannot be converted to paths, please send us the fonts used in your file.

Linked Graphics: Please send us all files used creating your display. We recommend using the features such as "collect for output", available in some applications.

Proofing: We can provide the following types of proofs, to ensure the accuracy of your job before production:

PDF (email) Color (Mini)

JPEG (email) Laser

Email: _____

OTHER INSTRUCTIONS:

PRINT MEDIA

Output: Paper Backlit
 Reflective Vehicle Graphic
 Banner Vinyl Window Graphic

LAMINATION

Surface: Lustre Matte Gloss
Thickness: 3 Mil 5 Mil 10 Mil
Sides: 1 Side Both Sides

MOUNTING

Artboard Foamcore Gatorboard
 Sintra Magnetic Custom

FINISHING

Sewing & Grommets Easel Back
 Miniframing

SCANNING / RETOUCHING

DPI: _____

Enlargement Percentage: _____

Retouching and Color Correction Instructions:

