



SMARTsigns® | AIR

Looking for a budget friendly reusable sign? You found it with the **AIR!**

It's both our least expensive, and our lightest, reusable meeting sign option yet.

We've incorporated a number of upscale features, such as...



Add a SMARTlens® for more control.

- Lightweight mid-density plastic, easily more durable than common disposable signs
- With proper handling, durable enough to last multiple meetings
- Lighter weight* reduces shipping costs, easier to handle on-site
- Specially-formulated digital inks for crisp, vibrant, direct print graphic images
- A tough clear surface coating resists marring, abrasion, and harmful UV rays
- Easy to clean and maintain
- Eco-friendly, virtually no material waste in the production process

Why buy several signs when one will do? That's the central theme behind all our **Add-On Options...**



Add a StickR+ Graphic or Directional Arrow for a new look.

SMARTlens®

Our unique SMARTlens® drives the AIR's true value. Create meeting messages on your desktop printer, pull back the lens, insert the printed document, and your next "new" sign is ready.

StickR+ Graphics

Have a special branded meeting? Forget new signs. Instead, apply removable StickR+ Graphics on the sign face. These opaque temporary decals peel off cleanly, when done.

Directional Arrows

Need to direct traffic? Thanks to a special low-tack adhesive, our reusable Directional Arrows can be placed anywhere on your signs and easily removed for future use.

Standard Sizes/Weights*: 22" x 28" (1.5 lbs), 24" x 36" (2 lbs), custom sizes up to 48" x 96"
Production Time: One to two business days, following final art approval
SMARTlens® Sizes: 8½" x 11" letter; 8½" x 14" legal; 11" x 17" tabloid

Art: See our website's Art Guidelines page
Design Support: Inhouse designers are available
Shipping: UPS/FedEx



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Instructions for Standard Layout Sizing and Bleeds:

AIR Background*

22"w x 28"h | Set up as 22.5"w x 28.5"h

24"w x 36"h | Set up as 24.5"w x 36.5"h

(Set up with a .25" bleed all the way around)

*Custom sizes available upon request

SMARTlens® (0.75" black border is imprinted on lens)

Letter Outside Edge | 12.25"w x 9.75"h
Inside Window | 10.75"w x 8.25"h

Legal Outside Edge | 15.25"w x 9.75"h
Inside Window | 13.75"w x 8.25"h

Tabloid Outside Edge | 18.25"w x 12.25"h
Inside Window | 16.75"w x 10.75"h

Acceptable File Types:

Desktop Publishing | .INDD, .IDML

Please package all files, sending along all linked files and fonts (or convert all fonts to outlines). For color accuracy when we go to print, please include all critical PMS (Pantone Matching System: Solid Coated or Solid Uncoated) colors.

Vector | .AI, .EPS, .PDF

Please convert all fonts to outlines

Raster | .TIFF, .JPEG, .PSD

Graphic must be at LEAST 150 dpi at full print size

How to send us your files:

1 Email | Files up to 5 MB can be sent to artwork@meetingsigns.com

2 FTP Site | For files greater than 5 MB, here's how to upload to our FTP site:

1. Go to our website: www.MeetingSigns.com
2. Mouse over the **Art Guidelines** tab
3. Select **Send a File** from the drop down menu
4. Then follow the simple two step instructions

File Notes: You can upload up to three files (limit 999 MB). If applicable, use compressed files, like zip or rar, to bundle and/or reduce file sizes.

3 Mail | We also accept DVD's, USB Flash drives, and camera-ready art. Please send to:

Madison Avenue, Inc.
Attn: Art Department
9050-A Red Branch Road
Columbia, MD 21045

Additional Notes:

- Package all files to include all links and fonts or convert all fonts to outlines.
- All raster art must be at *LEAST* 150 dpi at full print size.
- For color accuracy when we go to print, please include all critical Pantone (PMS) colors (coated or uncoated).
- Be sure to leave room for a 4" directional arrow.
- Corners will be rounded, unless specified otherwise.