



SMARTsigns® | ECO

If you're like many meeting planners, you've relied on foamboard signs as inexpensive, short-term use signage.

However, foamcore's major drawback is you can't recycle it. Instead, foamcore signs end up in landfills, where, according to one industry manufacturer, these signs can take up to 450 years to biodegrade.

But now, you have a **"greener"** alternative... Our recyclable, earth-friendly SMARTsigns® | ECO.



Direct print your messages.

Competitively priced with foamcore, these signs feature a unique rigid 1/8" thick pulp board material manufactured from 30% pre-consumer recycled materials. So your signs are *green* from the beginning.

Your digitally-printed graphics are smudge and water-resistant. And, the great part is, when you're done, these signs go to *recycle bins, NOT landfills*.

Standard **ECO** sizes:

- 22" x 28"
- 24" x 36"
- Custom sizes up to 30" x 40"



Add a SMARTlens® for more control.

Print your meeting-specific messages can be printed directly on your signs, **OR** add our cost-effective SMARTlens® for total control, as you create the meeting messages on your desktop printer.

Simply peel back the lens, insert your paper message, and a "new" sign is ready. This way, a single **ECO** sign can be used many times during each meeting. Now that's a smart use of resources.

Plus, between sessions, you're swapping paper messages, not replacement signs. And, handling those last minute program changes is only a few key strokes away.

Shipping carriers can be pretty brutal. "Dog-eared" graphics are never welcome. So, we have taken extra steps to insure your new signs travel well.

- Custom foam pads to protect vulnerable corners
- A double-thick, cardboard container safeguards the valuable contents
- What's more, the container is recyclable



Our attention to details, like packaging, help make your meeting a success.

Standard Sizes: 22" x 28" and 24" x 36". Custom sizes up to 30" x 40"
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



SMARTsigns® | ECO



Instructions for Standard Layout Sizing and Bleeds:

ECO 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.