

Expanded Co-op Program



Over 60 Years of Service

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TO OUR INSTALLERS

Jasper Engines & Transmissions, in conjunction with Randd Associates Printing & Promotions, Inc., is proud to introduce you to our expanded

**Pre-Approved Co-op Dollars
Marketing & Promotional Products Program!**
(Every item imprinted with your name, message and/or logo.)

This program will help you:

- Gain greater market awareness at a reduced cost.
- Make it easier for you to purchase promotional products utilizing your co-op dollars.
- Build customer relations/loyalty.

It's as simple as 1, 2, 3...

1. Place your order with Randd Associates Printing & Promotions, Inc.
2. Send a copy of the invoice/paid receipt from Randd Associates Printing & Promotions, Inc. to Jasper Engines & Transmissions.
3. Jasper will credit your account based upon your available co-op dollars.

We hope you will see this program as beneficial in adding value to your sales efforts and in further developing the relationships you are building with your existing and new customers.

Mike Pfau
Advertising Manager

Automotive • Truck • Marine • Performance • Industrial • Alternative Fuel Systems

Marketing & Promotional Products Program

Ordering Tips



CAMERA READY ARTWORK

If you don't have camera ready artwork...no problem! After placing your order simply e-mail your artwork or send it to us on disk, and we will create camera ready art for your one-color or multi-color logo/design.

We can also produce camera-ready artwork from your letterhead, business card, computer-generated art, or faxed art. **If faxing your art, please enlarge your logo as big as possible for better reproduction.**

Camera-ready artwork is required prior to creating the screen or plate and setting up the machines for your imprint. Camera-ready artwork is sharp black and white art (600 dpi or greater) on white paper, at the exact size you want to fit within the imprint area.

For multi-color imprints, camera-ready color-separated art is needed. A separate piece of art, with registration marks should be sent for each imprint color. If you want us to create color separations for you, there is a \$55 per hour fee. Camera-ready art and color separations are a one-time charge.

CAMERA READY ART FEES

- Camera-ready Art.....**FREE**
- Reducing or Enlarging Camera-ready Art.....**FREE**
- Standard Typesetting.....**FREE**
- Creating Camera-ready Art/ Color Separations\$55/hour
- Custom Design\$55/hour
- Set-up on Exact Repeat Orders...**FREE**

E-mail Artwork to: art@randdassociates.com

SOFTWARE PROGRAMS WE USE

Illustrator: "Create outlines" on all fonts. All placed images must be included in B&W and created at a minimum of 600 dpi. Placed images in color are unacceptable. .Ai and .eps are acceptable file formats.

Photoshop: B&W raster art must be created at a minimum of 600 dpi. Scanned halftones are unacceptable. Multicolor raster art is not recommended but will only be accepted if sent color separated and created at a minimum of 600 dpi. .Tiff and .eps are acceptable file formats.

Freehand: All fonts must be "converted to paths". All placed images must be included in B&W and created at a minimum of 600 dpi. Placed images in color are unacceptable. The acceptable file format is .eps.

QuarkXpress: Macintosh files only. Include all font files and any linked images.

PageMaker: Macintosh files only. Include all font files and any linked images.

MS Word and Corel Draw: Can not be guaranteed and may require additional cost.

Acceptable File Storage: 3.5" disk, 100 Zip or CD

STANDARD TYPESTYLES/FONTS

Arial, **Arial Bold**

AGaramond, *AGaramond Italic*,
AGaramond Bold, *AGaramond Bold Italic*
 Avant Garde Book, **Avant Garde Bold**

Courier

Eurostile, **Eurostile Bold**,
Eurostile Bold Extended

Futura Book, **Futura Bold**

Helvetica, *Helvetica Italic*, **Helvetica Bold**, *Helvetica Bold Italic*

Helvetica Condensed Bold, Helvetica Condensed Black

Century Schoolbook, **Century Schoolbook Bold**

Palatino, *Palatino Italic*, **Palatino Bold**, *Palatino Bold Italic*

Times Roman, *Times Italic*, **Times Bold**, *Times Bold Italic*

Other typesyles/fonts available upon request.

PRODUCTION TIME

Normal production time is 3-4 weeks after receipt of approved, acceptable camera-ready art.

SPECIAL ORDERING INSTRUCTIONS

Coffee Mugs/Travel Mugs

Indicate on your order the desired placement of the Jasper Standard Imprint as either Left-Hand Copy or Right-Hand Copy. Example:



Left-Hand Copy



Right-Hand Copy

Ice Scraper RA-1048

Indicate blade color and handle color.

Pens

Indicate barrel color, trim color, imprint color(s), point style/ink color.

POPULAR USES FOR IMPRINTED PROMOTIONAL ITEMS

- Sales-Building Premiums
- Product Promotions
- Account Openers
- Meeting gifts
- Motivate Staff
- Introduce New Products or Salespeople
- Trade Show Giveaways
- Direct Mail Campaigns
- Image Builders
- Store Openings
- Safety Awareness
- Business Gifts
- Holiday Gifts
- Thank-You's
- Traffic Builders
- Sales Meetings

INQUIRE ABOUT OTHER AVAILABLE PRODUCTS

- Calendars
- Clothing
- Printing

And 1,000's of Other Promotional Items



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Member



Keep It Simple For Best Appearance

