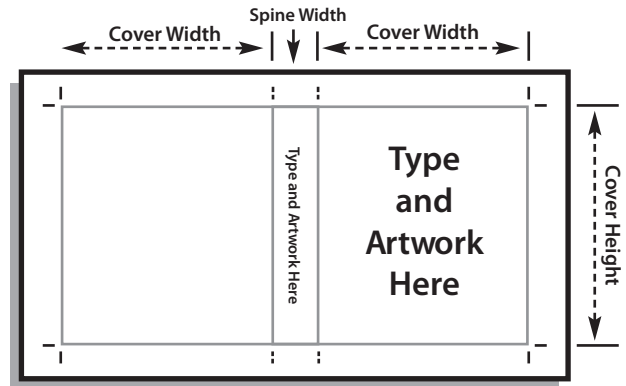




Artwork Planning Guide for Inserts

Refer to the dimension charts for the sizes for your inserts.
Paper is 90# gloss text weight stock.

Your binder artwork should look like the illustration to the right.
Put the front cover, spine and back cover together and use manually drawn crop marks to indicate the insert dimensions.



All art should be prepared following these guidelines and sent to ATC on a disk. If photos must be scanned or other artwork required, this will add to the production time and cost.

Please call your CSR to discuss your requirements.

Design Considerations for All Products

Flat Tints: Large, flat background tints are, in general, not recommended. If the design requires it, the maximum recommended tint block area is 6" x 3". Lighter colors will produce better results. If you need to use large areas of solid or dark colors, a pattern should be introduced into the block to modulate the color and help the tint maintain a smooth appearance.

Blend Effect: Subtle vignettes have a tendency to band in all electronic output devices. Best results are achieved in blends with a tone value change of less than 50%. To achieve satisfactory results in blends, it is recommended to introduce "noise" filters as found in such programs as Photoshop. Shorter blends of 2 - 4" are also recommended.

Hard Copy: Include a marked-up copy of your document with your files.

Fonts: All fonts (screen and printer) should be included with your file. Regardless of the format you are supplying, always include the fonts. Don't forget to send the fonts linked to the artwork files.

Formats

Applications: Macintosh and PC software supported: QuarkXpress, InDesign, Illustrator, Freehand and Photoshop. Please indicate which version of software you have used to generate your artwork.

Formats:

- Our system supports Adobe PostScript Level 2. PostScript files should be saved in a binary format.

- Digital images can be saved in TIFF, EPS and PhotoCD. EPS with JPEG encoding is the preferred format. Be sure to choose "maximum quality" on JPEG.

- Images and colors should be saved in CMYK format. Always convert RGB to CMYK.

- Do not pre-separate images or save an image with screen angles or transfer function.

- Scan images at 100% (final size) or larger. Set resolution at 300 dpi (not higher).

Special Colors: PMS or matched spot colors will be created using tints of the process colors. The Pantone Process Guide and the "True-Match" swatchbook are helpful in picking tint combinations.

* We do not guarantee that your files will image. We will contact you if problems arise.

CLEAR OVERLAY INSERT SIZES

Suggested sizes, rounded to nearest 1/8"
Height is 11" except for CK-25 (11-5/8" H) and CO-8-1 (8-1/2" H)

STOCK #	PRODUCT	COVER HEIGHT/ WIDTH	SPINE WIDTH
CO-05 & 07	1/2" & 3/4" RD. Ring	11 x 9-3/8"	5/8"
CO-1	1" RD. Ring	11 x 10"	1-1/8"
CO-15L	1-1/2" RD. Ring	11 x 10 1/2"	1-1/2"
CO-2	2" RD. Ring	11 x 10-3/4"	2-3/8"
CO-25	2-1/2" RD. Ring	11 x 11-5/8"	2-7/8"
CO-3	3" RD. Ring	11 x 11-1/2"	3-1/4"
COD-1	1" D-Ring	11 x 9-7/8"	1-1/4"
COD-15	1-1/2" D-Ring	11 x 10-1/8"	2-1/4"
COD-2	2" D-Ring	11 x 11-3/8"	2-7/8"
COAD-1	1" Angle D	11 x 10"	1-1/8"
COAD-15	1-1/2" Angle D	11 x 10-1/2"	1-1/2"
COAD-2	2" Angle D	11 x 11-1/4"	2-3/8"
COAD-25	2 1/2" Angle D	11 x 11-5/8"	2-7/8"
COAD-3	3" Angle D	11 x 12-1/8"	3-5/8"
COAD-4	4" Angle D	11 x 11-7/8"	4-11/16"
CO-CK-25	Conference Kit	11 1/4 x 8-3/4"	-----
CO-FTE-1	Flip Top Easel	11 x 9-7/8"	1-1/8"
CO-8-1	1" (8-1/2" x 5-1/2")	8-1/2 x 6-5/8"	1-1/8"
VCO-1	1" With VHS Tray	11 x 10-1/2"	1-1/2"

PICTORIAL BINDER INSERT SIZES

COVER STOCK #	SPINE PRODUCT	HEIGHT & WIDTH	WIDTH
PD-05 & 07	1/2" & 3/4" RD. Ring	11-7/16" x 9-19/32"	15/16"
PD-1	1" RD. Ring	11-7/16" x 10-1/4"	1-9/32"
PD-15L	1-1/2" RD. Ring	11-7/16" x 10-11/16"	1-3/4"
PD-2	2" RD. Ring	11-7/16" x 11"	2-9/16"
PD-25	2-1/2" RD. Ring	11-7/16" x 12"	3-3/16"
PD-3	3" RD. Ring	11-7/16" x 12"	3-1/2"
PD-D-1	1" D-Ring	11-5/16" x 10-1/8"	1-7/16"
PD-D-15	1-1/2" D-Ring	11-5/16" x 10-5/16"	2-3/8"
PD-D-2	2" D-Ring	11-5/16" x 11-5/8"	3"
PD-AD-1	1" Angle D	11-7/16" x 10-1/4"	1-9/32"
PD-AD-15	1-1/2" Angle D	11-7/16" x 10-11/16"	1-3/4"
PD-AD-2	2" Angle D	11-7/16" x 11-9/16"	2-9/16"
PD-AD-25	2 1/2" Angle D	11-7/16" x 12"	3-3/16"
PD-AD-3	3" Angle D	11-5/16" x 12-3/8"	3-13/16"
PD-AD-4	4" Angle D	11-7/16" x 12-1/8"	4-15/16"
PD-CK-25	Conference Kit	11-5/8" x 9"	-----
PD-FTE-1	Flip Top Easel	11-7/16" x 10-1/4"	1-9/32"
PD-8-1	1" (8-1/2" x 5-1/2")	8-15/16" x 6-7/8"	1-5/16"
VPD-1	1" With VHS Tray	11-7/16" x 10-11/16"	1-3/4"



106 Gamma Drive/Pittsburgh, PA 15238-2949

TOLL FREE: 800-245-6600

412-967-0900 Fax: 412-967-9990

Website: www.binders.com E-mail: atc@binders.com

5/11

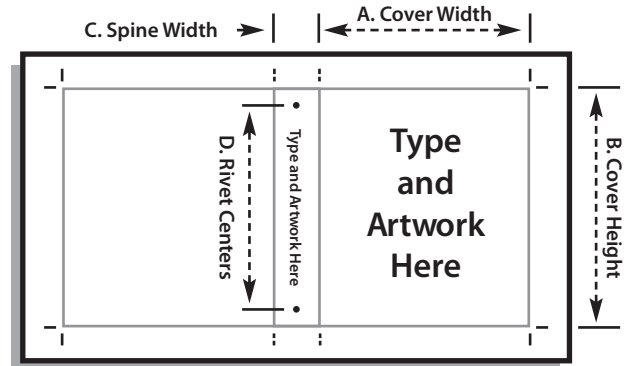


from American Thermoplastic Company

Digital process printing artwork planning guide

Follow these guidelines and the ones on the back page of this booklet to plan your VINYL binder and prepare your artwork. If you need assistance with artwork, we can help. Ask your Customer Service Representative about art charges and prices for vinyl loose-leaf products.

If you need printed inserts for Clear Overlay or Pictorial binders, see pages 3 & 4 of this booklet.

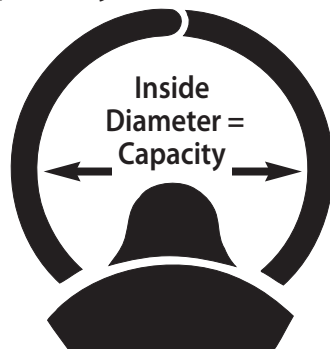


(Note: All rivets are 1/4" in diameter.)

Determine Your Binder Capacity:

This is done by measuring the inside diameter of the ring. **DO NOT** measure the outside spine of the binder.

You should consider how many sheets of paper you plan to have in your binder and if you may be adding sheets in the future.



The following chart will give you a guide as to how large a ring you should order based on the number of sheets of paper you expect the binder to hold. These capacities are for Round Ring, D-Ring or Angle D-Ring binders.

Capacity (Inside Diameter)	Holds Approximately
1/2" Ring Size	100 sheets
1" Ring Size	200 sheets
1 1/2" Ring Size	300 sheets
2" Ring Size	400 sheets
2 1/2" Ring Size	500 sheets
3" Ring Size	600 sheets

Capacities are based on 20# bond paper

Prepare Your Artwork:

Front Cover Art: Unless your art bleeds, all images should be kept at least 3/64" away from the heat seal (see A & B). If art bleeds, allow at least 3/64" beyond the edge of the cover. It is recommended that art not bleed into spine area.

Spine Art: Unless you are ordering a binder with concealed rivets, or a D-Ring binder, locate the art for spine at least 1/4" away from the rivet centers (see D), and 3/64" away from the heat seal.

Binder Dimensions are to the outer edges of the heat seal.	Capacity	A. Cover Width	C. Spine Width	D. Rivet Centers
Round Ring Binders 11" x 8 1/2" B. Cover Height 11 1/16"	1/2"	93/4"	113/4"	213/16"
	3/4"	93/4"	121/8"	33/8"
	1"	103/8"	129/16"	4"
	1 1/4"	105/16"	125/16"	53/16"
	1 1/2"	1013/16	11/8"	99/16"
	2"	"	11/8"	99/16"
	2 1/2"	113/16"	11/2"	99/16"
Round Ring Binders 9 1/2" x 6" B. Cover Height 10 1/8"	3"	121/8"	13/4"	99/16"
	1/2"	1115/16	115/16"	99/16"
	3/4"	"	213/16"	99/16"
	1"	73/8"	33/8"	99/16"
Round Ring Binders 8 1/2" x 5 1/2" B. Cover Height 9 1/8"	1 1/2"	79/16"	33/4"	99/16"
	1/2"	73/4"	11/16"	81/16"
	3/4"	81/16"	13/16"	81/16"
	1"	613/16"	11/2"	81/16"
D-Ring Binders 11" x 8 1/2" B. Cover Height 11 1/16" 8 1/2" x 5 1/2" (Height 9 3/16")	1 1/2"	7"	23/8"	81/16"
	1"	71/16"	11/32"	7"
	1 1/2"	75/8"	11/4"	7"
	2"	105/16"	19/16"	7"
Angle D-Ring Binders 11" x 8 1/2" B. Cover Height 11 1/16"	1"	109/16"	23/16"	7"
	1"	1113/16	13/4"	"
	1 1/2"	"	25/8"	"
	2"	73/8"	35/16"	"
	2 1/2"	103/8"	17/8"	"
	3"	1013/16	11/2"	"
	4"	"	115/16"	"

*greATColor is a registered trademark of American Thermoplastic Company

greATColor®

Special Products Price List

Prices effective January 1, 1999

TRANSFERS for T-Shirts

Image area is up to 11" x 12"

Stock#	25	50	100	250	500	1000
TR-1	\$1.50	\$1.40	\$1.30	\$1.15	\$1.00	\$.90

MOUSE PADS

Image is sealed between clear vinyl and white vinyl with non-skid backing.

Size is 9 ⁹/₁₆" x 7 ⁵/₁₆"; image area is 9 ³/₈" x 7 ³/₈", no bleeds.

Stock#	25	50	100	250	500	1000
MP1	\$2.00	\$1.80	\$1.70	\$1.50	\$1.42	\$1.35

INDEX TABS

Printed on 90# white cover stock. Each sheet is 11" x 8 1/2" with 1/2" tab extension and is 3-hole punched.

Tabs are reinforced. Printed one side. Prices are for each tab (sheet).

Stock#	50	100	250	500	1000	2500
INDEX-GC	\$1.12	\$.96	\$.90	\$.82	\$.78	\$.75

LABELS

White semi-gloss paper stock with permanent adhesive and scored liner. Scores are spaced 1 1/4" apart.

Stock#	50	100	250	500	1000
Label-20 Up to 20 sq. in.	\$.62	\$.43	\$.34	\$.30	\$.19
Label-40 Up to 40 sq. in.	\$.71	\$.60	\$.50	\$.43	\$.42

STATIC CLING VINYL

Your choice of clear or white material.

Stock#	50	100	250	500	1000
STAT-20 Up to 20 sq. in.	\$.47	\$.28	\$.19	\$.15	\$.14
STAT-40 Up to 40 sq. in.	\$.56	\$.45	\$.35	\$.29	\$.27

Maximum width for static cling vinyl and labels is 11".

Call for prices on other sizes, quantities or styles.

Prices are based on customer supplied disk with all color subjects in place and each file designed according to the guidelines on the back page of this booklet. Any scans that need to be done are priced in addition to the cost of printing. Pre-flight charge: There is a \$40 charge to pre-flight your disk.

AT AMERICAN
THERMOPLASTIC
COMPANY

Call Toll Free 1-800-245-6600
412-967-0900 FAX 412-967-9990

Website: www.binders.com E-mail: atc@binders.com



Inserts for Clear Overlay and Pictorial Binders

Printing Price List

Quantity	Total
25	\$ 95.00
50	167.00
100	240.00
250	530.00
500	880.00
1000	1530.00

Prices effective January 1, 1999.
Prices subject to change without notice.

Scans to Disk

If your disk does not include all color subjects in place, we can scan them at the prices shown below.

Finished Size	Cost Each
4"x5"	\$45.00
5"x7"	50.00
8"x10"	55.00
10"x12"	65.00
11"x14"	70.00

Includes front cover, spine and back cover inserts, printed on 90# gloss text weight stock.

Printed four color process, one-side, trimmed flat to size.

Price includes an actual printed sheet as a press proof.*

Prices are based on customer supplied disk with all color subjects in place and each file designed according to the guidelines on the back of this booklet.

Any scans that need to be done are priced in addition to the cost of printing.

Pre-flight charge: there is a \$40 charge to pre-flight your disk.

* We will provide a proof showing what we determine to be acceptable color. Each color adjustment will be made and charged at a cost of the original scan plus \$85 (the cost of a second ripping charge) which includes a second proof. Shipments are F.O.B. Pittsburgh, PA.

Inserts are printed on our greATColor® four-color digital process printing system.