SMARTtopper™

OPTIONAL
SMARTlens® for
changeable message

Available Graphic Materials

MAXXlite™ PLASTIC · MID-DENSITY PLASTIC · ECOPANEL™ · FOAMBOARD

Sizes*
13.5"W x 14"H with or without a letter SMARTlens®
16.5"W x 14"H with or without a legal SMARTlens®
20"W x 18"H with or without a tabloid SMARTlens®
*Custom sizes are also available

Extremely versatile, SMARTtoppers™ incorporate a folding easelback for tabletop applications.

You get the same variety of background materials available on our full-sized SMARTsigns®.

When reusability is needed, your graphics are digitally printed on either of two 1/8" thick plastic materials.

For one-time use applications, choose either our special recyclable EcoPanel™ or traditional foamboard.

Print your descriptive text directly on the sign, or add one of our SMARTlens® components for maximum versatility and cost savings.

SMARTtopper™

OPTIONAL
Legal-sized SMARTlens®
for Changeable Message

Instructions for Standard Layout Sizing and Bleeds:

SMARTtopper™ Background*

13.5"w x 14"h **|** Set up as 14"w x 14.5"h
(for letter-sized SMARTlens®)

16.5"w x 14"h **|** Set up as 17"w x 14.5"h
(for legal-sized SMARTlens®)

20"w x 18"h **|** Set up as 20.5"w x 18.5"h
(for tabloid-sized SMARTlens®)

(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).

• Corners will be rounded, unless specified otherwise.