

# General Information

## ORDER INFORMATION

- All orders are subject to acceptance by Magnet LLC™.
- No verbal orders accepted.
- All orders written without pricing will be processed with Magnet LLC™ current pricing.
- All prices in this catalog are subject to change without notice.
- Orders received after 1:00 PM CST will be processed the following business day.

## E-mailed Orders

E-mailed orders and art should be sent to [orders@themagnetgroup.com](mailto:orders@themagnetgroup.com), referencing your PO# and Distributor Name.

## Faxed Orders

Faxed orders are considered originals and will be processed as such. Due to rough transmissions, faxed orders or changes to orders may be difficult to read. Magnet LLC™ is not responsible for any copy misinterpreted when received by fax. Providing confirmation of this information by e-mail to Customer Service is recommended to prevent interpretation of copy error.

## Less Than Minimum Quantity

Call factory for quote.

## Co-op Program

Please call factory for price information. All co-ops must be factory authorized to ensure proper billing. Co-ops must be established and verified before first order is submitted. Purchase order must indicate co-op program and co-op quote number when submitted. If not, standard catalog charges will apply. Coupons or discounts cannot be applied to co-op orders. Co-ops not to exceed maximum catalog quantities.

## ART REQUIREMENTS

Please submit original art files to: [orders@themagnetgroup.com](mailto:orders@themagnetgroup.com). If revised art is sent, it is the customer's responsibility to advise Customer Service of the new art. When new artwork is submitted a \$10.00 (X) charge will be applied. *Changes to previously sent art must be sent to Customer Service to ensure use of new art.*

We accept electronic artwork on CD, DVD and e-mail (file size permitting). We have an FTP site available; please call for log-in details.

- Be sure to send all linked files, including all TIFF and EPS files for artwork placed in your document even if previously embedded, as well as all printer and screen fonts used.
- Send only original, native vector files.
- All RGB defined colors and files must be converted to CMYK for four-color process production.
- Convert fonts to outlines or paths.

## We support the following software for Macintosh:

- Adobe Illustrator
- Adobe Acrobat
- Adobe Photoshop
- Adobe InDesign

## Acceptable File Types:

- Vector (preferred)
- PDF (Press Quality)
- TIFF (minimum 300 dpi resolution)
- ZIP (compression file)
- EPS (minimum 300 dpi resolution)
- Stufit (compression file)
- JPEG (minimum 300 dpi resolution)

Microsoft electronic files are not acceptable as output for print production.

## Camera-Ready Artwork

Camera-ready art is artwork that can be scanned without further preparation or changes. Halftones (screens) will not scan well and should be avoided. "Camera-ready" art should be clean and crisp on a smooth white background that requires little or no touch-up. (Original art is best.) Please avoid submitting artwork that must be enlarged more than 400%. (Recommendation: 1200 dpi laser prints at 200% larger than actual size to be imprinted.) If appropriate quality or size specifications are not met, an art charge will apply. This will be determined once artwork is received.

## Hard Copies

Hard copies are not required on every order; however on the hard copies we receive, Magnet LLC™ will review but will not proof against electronic art sent. Magnet LLC™ offers several types of proofs that can be done if needed (additional charges may apply).

## Art Charges

If art requirements are not met, art time will be billed at \$40.00 (X) per hour. Factory WILL NOT be responsible for charges due to "clean-up" or "rework" deemed necessary to meet production standards.

## Typesetting

We will typeset up to 3 lines for FREE. All other typesetting (including copy changes, postcard copy, curved copy, schedules, and word magnets) will be billed as needed at \$40.00 (X) per hour. The typeset must be indicated, or it will be left to the discretion of the typesetter. Charges less than \$40.00 will be processed without notification.

## Type Size

- Minimum type size: 6 point.
- Small registers/trademarks with fine lines may appear as a dot on product.

## Serif Fonts

- Please avoid using fine serif fonts. These fonts are usually too thin and fill in or lose detail in the printing process.
- Avoid using serif fonts in four color reverse copy areas.

## Line Thickness

- Minimum line thickness: .5 point.
- 1 point minimum line thickness for reverse copy or art.

## Bleed

Bleed (art intended to print to the edge) must extend 3/32" outside cut line. Art not intended to print to the edge must remain 3/32" inside cut line. EXCEPTION: Double-Sided Magnets bleed must extend 1/8" outside cut line. Art not intended to print to the edge must remain 1/8" inside cut line.

## Imprint Area/Live Copy

Due to variances in cut, all copy must remain 3/32" inside cut lines. EXCEPTION: Double-Sided Magnets copy must remain 1/8" inside cut lines.

## Halftones

Halftones are made up of dots and are not recommended for type.

- Digital art: Halftones must be between a 5% to 90% screen. Watermarks between 80% and 100% screen may not print.
- Silk Screen art: Halftones must be between a 30% to 70% screen. Avoid graduated halftones.
- Offset art: Gradient halftone range 2% to 100%. Screen tint range 10% to 90%.

## Colors

- All Art: All RGB colors must be converted to CMYK for four-color process production.
- Digital Art: Metallic and fluorescent colors are not available.
- Car Sign Magnets: Fluorescent colors are not available. Metallic colors are not recommended on silkscreened car sign magnets. Fluorescent and metallic ink colors fade faster than other colors when used outdoors.

## Additional Art Requirements

- Silk Screen
  - Butt register not recommended. Please call for assistance.
  - Trapping: 1 point minimum. If art is too fine we will overprint. Trapping may cause a color change where colors meet.
  - Overprinting: We use UV inks, which are somewhat transparent. When overprinting 1 color on top of another the appearance of colors may change. Keep this in mind when creating fine details. Black, however, will cover everything.

## Helpful Hints

- EPS (Encapsulated PostScript) file format is used to transfer PostScript image information from one program to another. The file includes PostScript code plus a low-resolution representation of the image. Logos, illustrations and graphics that will be color separated should be saved as EPS files.
- TIFF (Tag Image File Format) is a widely used file format for exchanging bitmapped images (usually scans) between applications. Black and white line art or grayscale images should be saved as TIFF files.
- All grayscale artwork must be saved at the size of the finished document at a minimum of 300 dpi—black and white line art at a minimum of 1200 dpi.
- Please submit TIFF files as a layered document, in case last minute modifications are required.
- Always provide a list of fonts used within a document. This allows output technicians to download the appropriate fonts to their image setter or output device. Remember to list all fonts used with imported illustrations, or the output device may substitute a different font.
- When supplying PostScript fonts with a job, be sure to supply the printer fonts (also called outline fonts) and screen fonts (bitmap fonts). Both must be available for proper output.
- When supplying fonts, be sure to supply those used in the creation of EPS files. (They will not show up in your page makeup application on the list of fonts used.)
- We do not accept TrueType based fonts. Convert to outlines.
- Specify fonts and their style (bold or italic, for example) by using the long menus in your publishing program rather than selecting bold or italic by clicking on a style bar. The menu selection will give you a more accurate representation of the font and style desired. On the Mac platform, clicking on the style bar allows you to select styles for which fonts don't actually exist.
- Limit the number of fonts used in each job.
- Avoid using fine serif fonts. These fonts are usually too thin and fill in or lose detail in the printing process.
- Avoid saving EPS files within EPS files. Avoid transparencies and Illustrator filters to create shadows; they convert to low resolution files.

## ARTWORK STORAGE

Artwork will remain on file for 2 years. You must resubmit art after that time.

## COPY CHANGES

See individual items.

## PROOFS

Online proofs are no charge. E-mail or fax proofs requested to be sent outside of our online system will incur a \$10.00 (X) charge.

### Silk Screened and Digital Product Proofs

\$10.00 (X). Product proofs on Car Signs are \$50.00 (X). (Silk Screened Proofs are billed per color.)

### Offset/Press Proofs (applies to most Smartline™ cards)

\$75.00 (X) per color, per spot varnish, per side and/or per copy. All four-color process proofs and skin packaged postcard press proofs must be quoted. Call factory for quote.

### Custom Shape/Size Product Proofs (Non-stock Items)

If print method is Digital, die pattern will be printed on item. If item is printed Silk Screen, Offset, or Flexo, die pattern will be printed on film. Actual die will not be made until proof is approved.

## CANCELLATIONS OR CHANGES TO ORDERS

There will be a minimum \$40.00 (X) charge if an order is cancelled. Customer will be required to pay for all work completed at the time of the cancellation or change. Our goal is to provide the fastest service possible. Due to the speed of our order fulfillment, charges for changes or cancellations apply once the order is received. Changes may delay production and shipping.

## ART RESUBMISSION CHARGE

When new artwork is submitted a \$10.00 (X) charge will be applied. *Changes to previously sent art must be sent to Customer Service to ensure use of new art.*

## PMS COLOR MATCHES

Exact PMS color matches are not available on items in this catalog printed in four-color process. For requested color matches, we will use the closest CMYK equivalent possible. For specific PMS color matches, please view the section below on silkscreen magnets. In addition, metallic and fluorescent colors are not possible for digital four-color process imprint. For these options, contact Customer Service.

To ensure repeat orders match the previous color, material specs, etc., please include a sample of the previous item with the new order. **Due to variations in inks, materials, and press runs, an exact match to previous orders is not always possible.**


















## SILKSCREEN MAGNETS

Contact Customer Service for quote.

### STOCK IMPRINT COLORS with NO PMS Color Match/Mix Charge:

Please note **"STOCK colors"** on your P.O. to avoid a PMS color match/mix charge. If a non-stock color or PMS number is listed, the requested color will be used and a PMS charge will apply. **PMS Color Matches are not guaranteed due to variations in inks and raw materials. Lamination may also slightly alter color(s).** We will use the ink color requested and match as close as possible.

Because the colors below are printed in four-color process, they are not exact representations of the colors used.

 <b>Black</b> Pantone Black	 <b>Orange</b> PMS 165	 <b>Medium Blue</b> Reflex Blue
 <b>Gray</b> PMS 430	 <b>Yellow</b> Pantone Yellow	 <b>Dark Blue/Navy</b> PMS 281
 <b>Tan</b> PMS 727	 <b>Green</b> PMS 347	 <b>Purple</b> PMS 266
 <b>Brown</b> PMS 469	 <b>Dark Green</b> PMS 349	 <b>Pink</b> PMS 230
 <b>Burgundy</b> PMS 202	 <b>Teal</b> PMS 320	 <b>Medium Pink</b> PMS 238
 <b>Red</b> PMS 485	 <b>Light Blue</b> Process Blue	

### PMS Color Match:

Magnets: \$18.75 (G) per color match. Vinyl Pockets: \$30.00 (G) per color match.

### Copy Changes:

\$20.00 (G) per color, per change in EQUAL increments. Catalog minimums apply per version.

## STANDARD PRODUCTION TIME

See individual pages. Production time begins after receipt of complete order, approved artwork, and credit approval. Times shown are for catalog quantities only. For orders above catalog quantity, call factory for production time.

## RUSH SERVICE

For orders requiring less than minimum standard production time, a rush charge may apply depending on production capacity. Contact the factory for production time confirmation and applicable charges.

## OVERRUN POLICY

Every effort will be made to ship the exact quantity ordered. The Magnet Group guarantees no short orders. However, we do reserve the right, in accordance with industry standards, to ship a maximum of 5% over the quantity ordered. The quantity shipped will be noted on your invoice and is the quantity that will be billed.

## PACKAGING

Items packaged bulk or as specified. Packaging is subject to change as necessary. The following special packaging options are also available:

- **Polybags:** Flat Flexible Magnets 4" x 6" or smaller can be individually polybagged for .08 (G) per bag. Polybags are FDA approved. For larger magnets, call for quote.
- **Shrink-Wrap:** Flat Flexible Magnets can be shrink-wrapped in quantities from 25 to 50 for .28 (G) per pack. All other quantities, call for quote.
- **Zip Lock Bags or Cello Bags:** Available upon request call for quote.
- **All other packaging:** Call for quote.

## MAILING SERVICE

Call factory for quote. Our Smartline™ Cards have been approved by the factory's local Post Office. We are not responsible for unaccepted Smartline™ Cards by other Post Offices or changes in postal regulations.

- If mailing list is submitted on disk, email or label, be sure it's in ASCII text format including a sample of 25 records of the file. Please submit list to Customer Service, do NOT send with art files. Excel spreadsheets are acceptable for mailing lists.
- If Magnet LLC™ is handling the mailing all postage must be paid prior to mailing.

## SHIPPING & HANDLING

All shipments are F.O.B. Factory. Unless shipping methods or instructions are specified, we reserve the right to ship by the most beneficial means of transportation. Standard handling charges per box apply to all shipments, including 3rd party freight arrangements. Complete shipping instructions must accompany each order. Orders will be shipped directly to distributor if "Ship To Address" is NOT provided upon completion of order.

Due to variances in freight lines and charges, all freight estimates are estimates only. Magnet LLC™ is not responsible for final shipping charges.

## Approximate weights on Flat Flexible Magnets:

500 Quantity		500 Quantity	
<u>.020 thickness</u>		<u>.030 thickness</u>	
4 sq. in. - 4 lbs.	6 sq. in. - 8 lbs.	4 sq. in. - 8 1/2 lbs.	6 sq. in. - 12 1/2 lbs.
5 sq. in. - 7 lbs.	7 sq. in. - 9 lbs.	5 sq. in. - 10 1/2 lbs.	7 sq. in. - 14 1/2 lbs.

Note: Approximate weights on flat flexible magnets. Due to variances in material thickness and packaging alternatives, all weights are estimates only.

**Freight Carriers:** Freight carriers charge us for address changes caused by incorrect information on purchase orders. Any fees we incur will be invoiced to distributor after we are notified.

**Collect, Residential, and Third Party Billing:** Any charges refused by or unable to bill to account supplied will be invoiced to the distributor.

**Drop Shipments:** Billed at \$8.50 (G). Drop shipments include the following: different address same day, same address different dates (due within 30 days), or same address different methods.

**Split Shipments:** Billed at \$8.50 (G) on different dates due within 30 days.

**C.O.D. Charge:** Contact factory.

**Foreign Shipments:** Call factory for information and charges. All prices based on U.S. dollars and do not include tariffs, duties or brokerage fees.

**Additional Charges:** Additional charges billed to Magnet LLC™ by carriers due to changes in original shipping agreement will be invoiced to the distributor. This includes incorrect address charges, inside delivery charges or re-consigned freight due to no fault of Magnet LLC™.

## PAYMENT TERMS

Net 30 days. All invoices not paid within terms will be assessed a late payment charge of 1 1/2% per month.

## RETURNS

All returns must be authorized and accompanied by an RMA#. Any returned items must be packaged to prevent damage in shipment. Items damaged due to poor packaging on return shipment may not be credited. All returned merchandise will be inspected prior to any credit being issued. If no defect is found, merchandise will be returned to the customer at their expense.

## REMOVABLE ADHESIVE

Recommended Surfaces for Memo Boards:

- Wood doors and desks
- Stainless steel
- Plastic and vinyl
- Computers
- Glass windows and mirrors

DO NOT PLACE ON PAINTED WALL OR WALLPAPERED SURFACES.  
NOT RECOMMENDED FOR OUTDOOR USE.

## MAGNETS FOR OUTDOOR USE

See pages 70-79 for outdoor magnets. All other magnets are not intended for outdoor use and qualify for different material.

## SAMPLES

- We prefer all sample orders to be submitted in writing via fax or email.
- Sample requests received before 2:00 p.m. Central Time will ship SAME DAY.
- Freight will be invoiced unless a third party number is provided.

## VARIANCES

- Cut and registration variance not to exceed 3/32".
- Due to variations in inks, materials, and press runs, colors may not match previous orders exactly.
- Due to the shrinkage of material during the screening process, copy may not be perfectly centered or registered on each magnet. This applies to all magnets.
- Due to the shape of the circle/oval magnets, all copy will not be perfectly centered on each magnet. A variance waiver letter must be signed and returned before order will be produced.
- Magnet LLC™ has automated equipment used for efficiency in our folding processes. A 1/16" tolerance (+/-) may be needed to allow for the folding.
- Due to the nature of the substrates, adhesives, and materials, total material thickness may vary by up to (+/-) .003 from standard.

## MISCELLANEOUS

Flat magnets are measured by multiplying the maximum length by the maximum width to determine square inches involved.

**\*All prices in this catalog are subject to change without notice.**

## OUR MAGNETS ARE ECO-FRIENDLY

### 70% RECYCLED MAGNET!

Magnets, by weight, are 70% strontium ferrite. This material is a by-product of iron oxide created during the steel making process and therefore, recycled material.



## PRICING POLICY-PLEASE READ CAREFULLY

Prices in this catalog are effective at time of publication. Current product pricing is available on our web site and industry specific search tools that provide supplier certified pricing and these prices will prevail.



### Quality Certification Alliance

Quality and Safety. Delivered.

Providing safe and compliant promotional products is an essential component of doing business in today's hyper-competitive environment. Fortune 1000 clients expect safe and compliant product, and smaller businesses are also beginning to require the same assurances.

QCA Accreditation increases buying confidence because it protects brand equity throughout the supply chain, from the promotional products supplier, through the distributor, to the end buyer and ultimately to the final end user.

This journey in obtaining accreditation means The Magnet Group has a proactive, comprehensive compliance program in place that protects the brand equity of the end user clients by addressing not only product safety and quality but also compliance with legislative, social and environmental requirements. QCA Accreditation significantly reduces the unnecessary risks of non-compliance and also establishes protocols in the event a recall is required.

## STATEMENT OF LIMITED LIABILITY

Magnet, LLC™, Innovations® by Magnet™, Benchmark® Crystal & Clocks, The Bag Factory®, Perfect Line®, and The 1919 Candy Company® are collectively known as The Magnet Group (TMG). TMG obligations with respect to orders placed and/or products delivered to buyer shall be limited to replacement or repair of defective products which are returned to the appropriate TMG division, postage pre-paid, within thirty (30) days from the date of shipping or, at TMG's option, to a refund of the amount of the purchase price paid for products returned to TMG within thirty (30) days from the date of shipping, without any further obligation or liability on the part of TMG. Buyer's sole remedies for liability of any kind with respect to products ordered or furnished by TMG and any other performance by TMG or with respect to buyer's use thereof, shall be limited to the replacement or repair or refund aforementioned and in no event shall TMG be liable or responsible for incidental, special or consequential damages allegedly caused by a failure to timely deliver products, non-delivery of products or a delivery of defective or non-conforming products. No claim of any kind by buyer, whether as to products delivered, non-delivery of products or other faulty performance by TMG shall exceed the amount of the purchase price received by TMG for the products, and a failure to provide TMG with notice of any claim within thirty (30) days from the date of shipping and failure to return such products within said time shall constitute a waiver of all such claims in respect to such products.

Additionally, please note all products and photos with trademarks or logos used in this catalog are to show art and imprint reproduction capability only. They do not imply an endorsement by holders of such trademarks or designs. They are not meant to be advertisements, nor are these items for sale to anyone other than parties expressly authorized by the owner of such trademarks and logo designs. Each and every buyer represents and warrants that all artwork, product design, text, and other content ("Content") provided to TMG in connection with any order for products or services, does not violate or infringe the intellectual property rights of any third party. Buyer will, at its sole cost and expense, indemnify, defend and hold harmless TMG and its shareholders, subsidiaries and affiliates (each a "Magnet Indemnified party or TMG Indemnified party") from and against any claims, liabilities, suits and /or proceedings (each a "Claim") made or brought by any third party against any Magnet Indemnified party, including, without limitation, reasonable attorney's fees, costs, judgments, awards, settlement amounts and expenses with respect thereto, to the extent that such Claim is based on a claim, suit and/or proceeding that the Content or the use thereof by a Magnet Indemnified Party in fulfilling an order for products or services to Buyer violates or infringes a patent, copyright, trademark or other intellectual property or proprietary right.

## \*CALIFORNIA PROPOSITION 65 WARNING

Proposition 65, also known as the Safe Drinking Water and Toxic Enforcement Act of 1986 was enacted as a California ballot initiative in November 1986. The Proposition was intended by its authors to protect California citizens and the State's drinking water sources from chemicals determined by a state agency to cause cancer, birth defects or other reproductive harm. Over 900 chemicals are now on California's list of Proposition 65 chemicals.

Prop 65 requires that a "clear and reasonable warning" be provided by a Company in the course of doing business, who manufactures, assembles, handles, distributes, stores, sells, or transfers a consumer product which he or she knows to contain a chemical known to the State to cause cancer or reproductive toxicity to any person to whom the product is sold or transferred.

Because we cannot test every piece of every order that we ship to California for every one of the Prop 65 listed 900 chemicals, you may continue to have concerns about compliance with Prop 65. If so, the safest option is to include a label on product that may ship to the State of California. We will do this for a nominal fee. The label would read as follows:

*WARNING: This product contains chemicals known to the State of California to cause cancer, birth defects or other reproductive harm.*