SMARTsigns®|EDGE

We started from scratch. New materials, new digital print technology, new finishing methods, new high-end features. The result...

Our revolutionary SMARTsigns®|**EDGE**, the most advanced reusable sign solution ever! There is simply nothing like it anywhere. Another Madison Avenue exclusive.
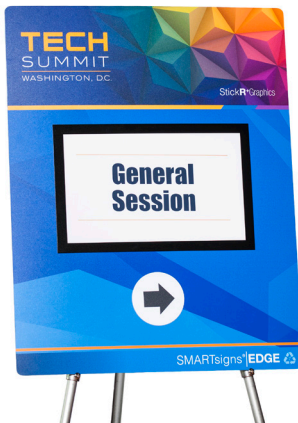
The **EDGE** sets the new standard for extreme durability in a lightweight package. Unique black edge and core. Your best long-term investment. Will last years.

Add a SMARTlens® for more control.

- A virtually indestructible, impact resistant thermoplastic background

- Custom extruded white print face with distinctive black edge and core

- Lightweight, yet it won't crack, dent or chip when dropped

- Bright white-point for crisp, vibrant direct print graphics

- A tough clear surface coating resists marring, abrasion, and harmful UV rays

- Beveled edges and corners for a softer "hand feel" finish

- Lighter weight* reduces shipping costs, easier to handle on-site

- Easy to clean and maintain, plus it's Recyclable

- 5-Year Limited Warranty against defects in materials and workmanship

Why buy several signs when one will do? That's the central theme behind all our **Add-On Options...**

Add a Stick**R+** Graphic or Directional Arrow **for a new look.**

SMARTlens®
Our unique SMARTlens® drives the EDGE's true value. Create meeting messages on your desktop printer, pull back the lens, insert the printed document, and your next "new" sign is ready.

StickR+ Graphics
Have a special branded meeting? Forget new signs. Instead, apply removable StickR+ Graphics on the sign face. These opaque temporary decals peel off cleanly, when done.

Directional Arrows
Need to direct traffic? Thanks to a special low-tack adhesive, our reusable Directional Arrows can be placed anywhere on your signs and easily removed for future use.

Standard Sizes/Weights*: 22" x 28" (2.0 lbs), 24" x 36" (2.8 lbs), custom sizes up to 44" x 56"
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

5 YEAR
★ LIMITED WARRANTY ★

SMARTsigns®|EDGE

Limited Warranty & Recycling Information

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MADISON AVENUE INCORPORATED

FIVE-YEAR LIMITED WARRANTY

The SMARTsigns®|**EDGE** is the culmination of our 20+ years' experience producing the finest, most innovative meeting sign products available anywhere.

As a result, we are so confident in the **EDGE**'s quality and durability that we support it with a unique limited warranty against any defects in materials or workmanship for five (5) years from the date it was produced, what we are calling the "Born On Date."

Should a problem occur with any **EDGE** sign due to a defect in materials or workmanship, we will repair or replace it at our expense. Any replacement signs must be an exact reproduction of the original. No new graphics or sizes may be used.

This warranty does not cover wear or damage caused by abuse, mishandling, accidental damage, loss, or by carelessness caused in shipping and/or storage.

In addition, through normal handling, your **EDGE** may incur cosmetic wear, such as abrasions, minor cuts, scratches, or soiling. Further, component parts, such as a SMARTlens®, directional arrow, etc., may likewise show cosmetic wear. This normal cosmetic wear is not covered under the warranty.

Printed on each sign on the left hand corner just inside the SMARTlens® black border is the six (6) digit "Born On Date" (BOD). The five year warranty period starts on that date. The BOD is followed by a unique five (5) digit Product ID Number.

Should you have a warranty question or issue, please call Customer Relations at 301-470-1500 or via email info@meetingsigns.com.

RECYCLING INFORMATION

The **EDGE** is printed on **MAXX**lite™, a durable, impact resistant, non-PVC plastic background. It is recyclable and carries the plastic resin ID code of "7," a category that includes not one, but a variety of resins.

Only the sign board itself is recyclable, not any *Add-On* components/parts mounted to the sign face. These are easily removed and should be discarded separately.

Recycling programs for #7 plastics do not exist in every area. If one does not exist convenient to you, simply return the signs to us, and we will pass them through to one of several specialized recycling facilities.

SMARTsigns®|EDGE

OPTIONAL
Legal-sized SMARTlens®
for Changeable Message

SMARTsigns®|EDGE

Instructions for Standard Layout Sizing and Bleeds:

EDGE 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.