

## Maple Ridge Farms General Information and Options

### Artwork Information

1. When supplied artwork does not meet factory's requirements or clean-up, revisions and changes to artwork are requested, an art charge of \$45 will apply. Add one additional day of production time.
2. Artwork should be submitted in CMYK format. PMS matching is not available.
3. Hard Copy for Verification: No matter what the format or transfer method, artwork should always be submitted with either a hard copy for verification or the electronic equivalent. Properly prepared PDF files or JPG files are often suitable as verification.
4. Size of Artwork: Indicate if supplied artwork is 'to size.' If not to size, indicated at what percentage it should be used or what the finished size should be (i.e. make 1 1/4' wide). Factory will enlarge or reduce artwork at no charge. When maximum imprint area is requested, or when percentage is not specified, factory will use its best judgement to achieve an attractive imprint and may reduce or enlarge artwork.
5. Layout: If layout is not supplied, factory will use its best judgement.
6. Personalization: Not available.
7. Preferred programs: Adobe Illustrator.  
Acceptable Programs: Adobe Photoshop, Corel Draw.
8. Preferred Formats:
  - Vector Artwork Files (EPS): Must be saved in the Postscript Format and contain no Postscript errors. All design elements in the file should be 1 point or greater. Failure to do so may compromise the final imprint quality. If the vector file contains any linked (placed) raster images, these images must meet the minimum requirement for resolution when rendered at 100% actual imprint size and must be submitted with the original vector file.
  - Acrobat Files (PDF): PDF files created from vector files must retain the editing capabilities of the program that was used to create them (e.g. Illustrator or Freehand). PDF files that contain raster elements must meet the minimum requirements for raster art files as outlined below. PDF files that contain vector elements must meet the minimum requirements for vector art files as indicated above. PDF files created from page layout documents should be submitted together with the source documents, fonts and all supporting files.
  - Acceptable Formats:  
Raster Artwork Files (TIFF or JPEG): All raster elements and art files must be sized to 100% or larger than the actual imprint size. All Raster images must meet or exceed 300 dpi (minimum resolution) and must be submitted in the proper color space (CMYK).
9. Font Information: Convert text to paths, curves or outlines (text that becomes an object and can no longer be edited as text.) If this is not possible, send in PC compatible screen and printer fonts used only for the job submitted. The smallest font size that can be clearly reproduced is 8 pt. in sans serif or 12 pt. in serif fonts. Script fonts must be at least 12 pt.
10. Artwork must be one color high contrast with no gradients, halftones, screens, shading, shadow-effects or bold typestyles. All strokes and outlines should be 1 pt. or greater. Type, characters, or lines that are within 1/16' on finished art will fill in. Very fine and intricate details do not work for our imprinted process.
11. Repeat (foil-stamped ribbon only): Imprint repeats approximately every 3-5 inches. There is approximately 2-2 1/2 inches in between each imprint.

## Proofs

1. Art Proofs: Proofs are sent only when requested on the purchase order. Proofs will be sent within 48 hours upon receipt of the complete order and usable artwork. Order will remain on HOLD until receipt of the complete order including proof approval.
2. Pre-Production Proofs: Proofs are sent only when requested on the purchase order. Order will remain on HOLD until receipt of the complete order including pre-production proof approval. Pre-Production Proofs will be billed at purchased quantity price.

## Gift Cards

### Maple Ridge Farms Stock Gift Cards:

- For extra convenience, we are happy to provide a variety of enclosure cards for your gifts. Your message (and logo, if you wish) is printed on the inside of the cards. Please limit your count for messages to 30 words without a logo or 15 words with a logo.
- Specify on purchase order which stock card to use. Item# is listed under each card. See below.
- If no card design is designated on order, blank cards will be used with your message printed inside.
- Same message on all cards: \$4.00 per card.
- Various messages on cards: \$8.00 per card.
- Size of cards: Cards measure 4 1/4' x 2 3/4' (folded).
- Logos on cards: Black & white logos can be included on the gift card at no charge. The logo will be placed toward the bottom of the card, after your message.

### Enclosure of customer supplied gift card:

- No charge if all cards are the same and are provided with order.
- If cards must be matched to individual recipients; or if only certain packages get cards, the charge is \$2.50 per card.
- If cards must be enclosed in provided envelopes, the charge is \$0.75 each. Please include 5 extra cards per order.
- If enough cards are not provided for your order, Maple Ridge Farms will provide our stock card at \$4.00 per card.



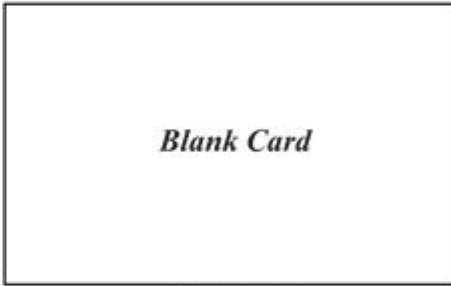
Item # CD1



Item # CD2



Item # CD3



Item # CD4



## Individual Drop Shipment

For extra convenience, your gifts can be drop shipped individually to each recipient within the United States. These charges are in addition to UPS or Fed Ex residential charges. The cost for this service is \$4.00 per carton plus shipping charges for shipments via UPS & Fed Ex; \$6.00 for shipments via other carriers. All individual drop shipments to Canada will be shipped via US Mail. When supplied list does not match the quantity on the purchase order, factory will adjust order to match the quantity on the shipping list.

## Addresses

Addresses must contain name, street address, apartment or suite number, city, state, and correct zip code. Please verify all addresses for accuracy. UPS and Federal Express will not deliver to PO Boxes and will not accept addresses with incorrect zip codes. The cost to find and correct zip codes is \$5.00 per package. While we are pleased to guarantee our products, we cannot guarantee or credit products lost, spoiled or returned because of inaccurate or incomplete shipping addresses.

## Correct Format For Electronic Lists

Please read carefully before preparing mailing list.

1. Download a [preformatted spreadsheet](#).
2. Only one shipping list accepted per order.
3. All hidden rows/columns must be removed from the spreadsheet for factory to process. Lists that are not formatted correctly will be returned and considered not complete.
4. Lists containing more than one recipient per address location will be considered and prepared as Individual Drop Shipments at \$4.00 per carton plus shipping charges.
5. All addresses must be submitted in a single worksheet, document or file.
6. We will accept MS Excel or MS Word in PC format.
7. Excel files must use the exact field names shown below. The cells must be formatted as text. MS Word files must have the list in a table with the first row containing the field name for the column from the list below.
8. Comma and tab delimited files must have a header row with the field names from below.
9. When supplied list does not match the quantity on the purchase order, factory will adjust order to match the quantity on the shipping list.

Below is an example of a list in MS Excel format.

Top row indicates maximum field size.

29	30	30	30	25	2	10	20	7
Name	Company	Address1	Address2	City	State	Zip	Item	Qty
John Smith	ABC Co.	2nd Floor	123 4th St.	Milwaukee	WI	54455	K102	1
Sales Dept	A+ Sales	1 Easy St		Beverly Hills	CA	90210	GN121	2
	XYK Inc.	Our Bldg.	9 Main St	Memphis	TN	38118	K102	1

Either Name or Company may be blank, but not both. Address 2 may be blank. If the item is not the same for all addresses, the 'Item' field must include the Maple Ridge Farms item number. If the quantity per address varies, the 'Quantity' field must include the number of units for that address.

## Changes To Orders

1. Changes to orders already in production will result in delayed shipment. The charge for changing an order that is in production is \$30 plus the cost of any work that must be redone. This includes changes in quantity, ship method, ship date, address, item or imprint. No changes to orders can be made within 48 hours of shipment.
2. Additions to orders already in production are handled in the following manner.
  - A new purchase order is required.
  - If the addition is less than one-half the catalog minimum, the following Less than Minimum Charge applies: \$25 for imprinted orders; \$10 for unimprinted orders.
  - Standard Production time will apply.
  - Pricing from the original order will be honored with the exception of early order discount offers that have expired.

## General

To avoid delays and extra charges, please read and follow these instructions carefully.

1. Acknowledgements: Orders are acknowledged upon receipt.
2. Combined Quantity Pricing: Not available.
3. Illustrations: Logos used in the catalog are for illustrative purposes only. They do not imply endorsement, nor are items with those imprints available to anyone other than parties expressly authorized by the owner of such designs.
4. Less Than Minimum Charges: From November 25 through December 17, less than minimum orders cannot be processed. Imprinted orders \$50.00 (A); Unimprinted orders \$20.00 (A). Less than minimum charges will apply for any item for which the minimum quantity is not ordered.
5. Perishability: Natural cheeses and smoked meats need to be refrigerated within 24 hours of receipt. Chocolates and nuts should be stored in a cool, dry place.
6. Returns: Requests for returns must be made within 5 days of receipt. Credit will not be issued for returns made without a return authorization number. Restocking charges will apply to all returns. Because of their perishable nature, smoked meats and cheese cannot be returned for credit.
7. Seasonal Availability: From March 1 to November 1, certain items that can normally be shipped by ground may require special packaging or special shipping. Contact factory for details.
8. Substitutions: Factory reserves the right to substitute items of greater or equal value if necessary to insure on-time shipment. When Canadian shipment is requested for items not available for Canadian shipment, factory will substitute similar items that qualify.

## Production & Shipping Information

1. Production Time: 5 working days from complete order (with the exception of items being pad printed) for imprinted and unimprinted orders shipping to one location. Complete order means: purchase order, artwork, proof approvals, enclosure cards, and shipping instructions.
2. Rush Service: Usually available. Extra charge may apply. Contact factory prior to placement of order to obtain ship date.
3. Methods: Standard: Ground. Best: Overnight, 2 Day or 3 Day service available. Orders that request shipping charges to be prepaid and added to the invoice will have the gross freight charges added. A \$4.00 per carton charge will apply to all shipments whether they are shipped 'prepay & add,' billed to your account number, or to your customer's account number.
4. Addresses: Addresses must contain name, street address, apartment or suite number, city, state, and correct zip code. UPS and Federal Express will not deliver to PO boxes and will not accept addresses without correct zip code. The cost to find and correct zip codes is \$5.00 per package. Factory cannot be responsible for lost or delayed packages because of insufficient address. Credit is not provided for packages that are returned because of inadequate or inaccurate address.
5. C.O.D. Shipments: Not available.
6. Foreign Shipments: Because of changes in customs procedures, foreign shipments to destinations other than Canada can no longer be accommodated. Foreign shipments via US Mail \$12.50 per location; UPS and Federal Express \$50.00 per location; Other carriers \$75.00 per location. Shipping & handling charges are additional.
7. Shipping Weights: Approximate shipping weights are shown in catalog. Dimensional weights used for determining shipment charges are higher for certain gifts. Refer to price grids for dimensional weights.
8. Shipping Dates: Desired ship date must be specified. Allow adequate transit time from Wisconsin factory. Please indicate 'in hand date.' Factory cannot be responsible for delivery date, as transit time is not in its control. If you need assistance in determining ship date, contact factory. Most carriers do not guarantee transit time during December.
9. Split Shipments (multiple ship dates): \$12.50 per shipment.
10. Drop Shipment charge: \$4.00 per carton.
11. Bills of Lading: For shipments via carriers that require a bill of lading or airbills, factory will prepare bills at \$6.25 each.
12. FOB: Wisconsin Factory

UPS Ground - Time In Transit Map



Stock Designs - Firebranding



*“A Winter’s Rest”*

\* A Limited Edition Design



*Season’s Greetings*

Stock Designs: No charge for stock designs alone.

Note: Stock Designs have been reduced for illustrative purposes.

Stock Designs - Foil Stamped Ribbon

**Merry Christmas**  
**Thank You!**  
**Happy Holidays**  
**Happy Hanukkah**

**Happy New Year!**  
**Birthday Greetings!**  
**Happy Valentine’s Day**  
**Congratulations**

Typestyles

Helvetica

*Mural Script*

Times New Roman

*Helvetica Italic*

*Chancery*

*Times New Roman Italic*

Note: Mural Script and Chancery available in upper and lower case only.

Extra Services

Art charges (Clean-up, Revisions or Changes to artwork)	\$45.00
Cancellations (plus cost of work already completed)	125.00
Corrections to zip code or finding zip code	5.00 each
Changes to Orders	30.00
Change of copy	37.50
Drop Shipment (Bulk)	4.00 per carton
Individual Drop Shipments directly to recipients	4.00 per carton
Enclosure of gift cards (when supplied by customer):	
All cards the same	No Charge
Cards to be matched to each recipient	2.50 each
Cards to be enclosed in provided envelope	0.75 each
Gift cards (provided by Maple Ridge Farms):	
Same message on all cards	4.00 each
Various messages on cards	8.00 each
Foreign shipments. Because of the changes in customs procedures, foreign shipments to destinations other than Canada can no longer be accommodated. The charges below are in addition to carrier's shipping and handling charges and are per recipient:	
US Mail	12.50
UPS & Federal Express	50.00
Other Carriers	75.00
Less than minimum (not available from Nov. 25 - Dec. 17)	
Imprinted	50.00 per item
Unimprinted	20.00 per item
Oversize imprints (Wooden Collector's Boxes Only)	62.50 per order
Preparation of bills of lading or airbills	6.25 each
Rebilling charge	25.00
Second position imprint	4.00 each
Release charge (per release)	12.50 per release
Spec samples	EQP + 20.00
Special imprint location	62.50 set-up

Split shipments (multiple ship dates)	12.50 per shipment
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