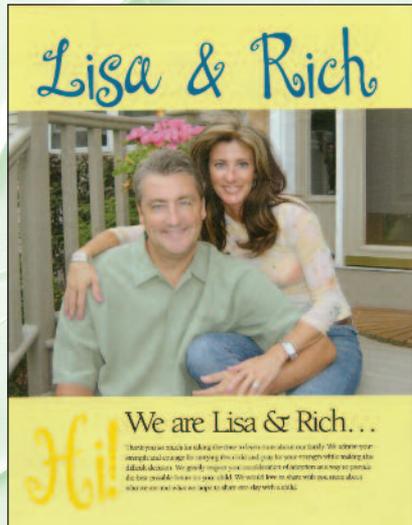
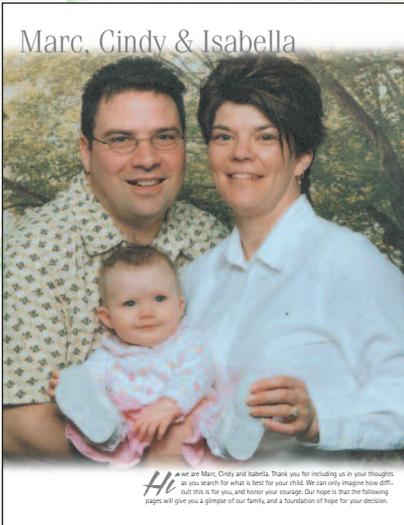




profile design



have your profile
professionally designed



kar printing & design services

Kim Rowan, owner and principal of KAR Printing & Design, has over 20 years of experience in the fields of advertising and design. With an effective combination of color, typography and graphics, she will create a top quality profile that will reflect your personality.

Every profile receives personal attention, starting with a conversation to get an idea of your personal preferences. Bold colors or muted colors. Large photos or small photos. Big type or small type. Whatever you want. Each profile is designed to express your individual personality and create a distinctive look just for you.

Your project can be managed from start to finish, from design to printed brochures. Or, if you prefer, a disk can be provided for you to print on your own — it's your choice.

Are you located out of town? No problem! All drafts are transferred back and forth via e-mail, with the profile in pdf format for your review.

As an added bonus, two CDs of your profile are provided upon completion, one for your files and one for FIA's web site managers.

Call now! (518) 432-9747. Or e-mail KRowan@nycap.rr.com

so, how does it work?

Gather your materials.

Forward your copy and photos to KAR, either via e-mail or regular mail. Copy is preferred in Microsoft Word format, but other word processing formats are acceptable. Photos are preferred in electronic format, at the highest resolution possible. Hard copy photos can be scanned. Any electronic files being sent should be on a CD, 3 1/2" floppy disks or zip disks are not accepted.

Reviewing your materials.

Upon receipt of your copy and photos, Kim will contact you to discuss your layout. This is when you will be asked about color preferences, pagination, size (choose from 8 1/2 x 11, 5 1/2 x 8 1/2, or 8 x 8) and any other information relevant to developing your profile.

First layout of your profile.

It takes approximately one week to generate a first draft of your profile. This will be submitted to you for review via e-mail in pdf format.

Your review of the layout.

The first draft is your opportunity to move things around, change color and make any other adjustments. You need to be comfortable and happy with your layout, so do not hesitate to express your opinion!

However, if after the first conceptual layout is approved, a major layout change upon subsequent drafts may incur an additional charge.

Final approval of the layout.

Upon final approval, a disk is prepared for printing. If you choose to have the piece printed by KAR, a printing estimate will be provided for your approval. After the file is submitted to the printer, a "press proof" is generated. This proof will be mailed to you. It is the most accurate representation of your brochure and also your last chance to make any changes (however, any changes at this stage may incur additional charges from the printer).

If you choose to do your own printing, a CD will be provided.

how much does it cost?

Specifications

- Full color
- Copy (narrative) to be provided in an electronic file (i.e. Microsoft Word)
- Photos (of print quality) to be provided on a CD if possible. Excessive scans of hard copy photos may result in an additional charge
- Creative services include typesetting, layout, design and composition
- Price includes first layout and two rounds of minor revisions
- Electronic file and black and white laser to be provided for printer
- Photo retouching is **not included** and may result in additional charges

Pricing

Creative Services – 8 pages.....\$500

Printing to be quoted separately. Printing is billed directly to the client from the printer.

Creative services requires \$250 deposit at time of submission of materials.

CANCELLATION POLICY: If cancelled before profile is started, deposit will be refunded. If cancelled **after first draft, deposit will not be refunded.** If cancelled any time after second draft, **deposit will not be refunded and an additional \$150 will be due.**

A word about digital photos

Digital photographs are recommended but special attention is necessary to ensure that they come out well in your profile. When shooting with a digital camera, turn your settings to the highest resolution possible and make sure the electronic versions you provide are of the largest size possible. **Do not reduce or resize.** Also, please note that the color mode used for digital cameras and screen monitors is different than the color mode used for printing, so you will see a shift in color and quality when the photos are converted for print. If you need any other further clarification, please call.

All prices are estimates only and subject to change upon review of project.

Pricing excludes any rush charges, taxes, materials, shipping and author's alterations.

Call now! (518) 432-9747. Or e-mail KRowan@nycap.rr.com

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GRAPHIC DESIGN • TYPESETTING • PRINT BUYING • PROJECT MANAGEMENT