Custom App Specification and Instructions

AquaSketch Apps are reusable templates printed on a roll of waterproof vellum that work with the aquaSketch Minno to enable you to have personalized reference material in the most extreme conditions.

•Maps •Checklists •Charts •Logs •Guides •Instructions •and more

There is a minimum order requirement of TEN apps plus the Basic Layout Fee

To ensure the customer understands the details and limitations of our products, we ask that you read the following information and sign the agreement. Production on your app will begin as soon as we receive your order. You may fax the signed agreement to (845) 358-0797 or email it to apps@aquaSketch.com

All Apps can have your company or organization's logo and contact information prominently displayed.

If you should have any questions or need to discuss your order with a aquaSketch Custom App designer please call or email us and we will be glad to assist you.

✆ **Call: 1-800-282-1608**
email: info@aquasketch.com   Fax (845) 358-0797

1. Basic Layout Specifications

- The total app dimension size is 3.66" wide by 42", 48", 60", 72", 84", or 96" in length (called Trim Size).

- All text and graphics must fit within an area of 3.4" wide. There must be 6" of blank space (**clearance space)** at both ends - top and bottom, to provide clearance room for app title, logo and other graphics (12" total). This 12" must be included in the overall size of each custom app.

- All artwork in the form of black line graphics must be a minimum line size of 1 point. Text should be 10 point or larger. Best results for legibility is solid black type. Digital files that have no color graphics must be saved in greyscale mode (not rgb or cmyk). File size may not exceed 5MB.

- Please make sure your graphics fit within the 3.4" maximum width and do not exceed these dimensions in order to stay within Basic Layout pricing. The Basic Layout Fee is not refundable.

- You can use as many aquaSketch App Modules as you wish as long as they do not exceed 84" (96" minus the 12" clearance area on top and bottom) App Modules can be found at the **Module Library** at: http://aquasketch.com/wp-content/uploads/2014/02/modulegallery.pdf

- Basic Layout pricing applies to any combination of artwork, text and aquaSketch App Modules that can be assembled into an App layout simply stacking one module directly on top of another, with no additional formatting or editing. If the layout of your App requires additional layout attention that is not covered under Basic Layout Pricing we will notify you of the additional charges within one week of receiving your Custom App order.

2. Advanced Layout Specifications using custom text and graphics

Submitted material that requires editing or reworking in order to meet our printing requirements are regarded as Advanced Layouts. Necessary changes to artwork may be performed by our graphics department at the charge of $50/hour in one hour increments. Any design service requests will be billed at $50/hour in one hour increments. Printing charges remain the same as displayed in the Basic Layout Pricing chart.

File specifications:
Accepted formats: JPEG and PDF. Files must be 300 DPI at 100% printed size. Any images submitted that have a resolution lower than 300DPI will result in low quality prints. If you send in graphics that do not meet this minimum resolution, Aquasketch is not responsible for the image quality of the printed piece, and the cost is not refundable. Do not use the interpolation sizing feature in Photoshop to take low resolution images and artificially size them up to 300 dpi. This does not result in high quality graphics. Some adjustments for the final size may be necessary.

AquaSketch can print color files at no additional cost. If you are submitting color files, please save them in CMYK at 300 dpi. Be aware that many colors are difficult to see at depth.

3. Proofing:

As soon as the App layout is completed we will send you an electronic proof in pdf format for approval. An electronic proof provides us a guide as to ensure all the elements are present.

After receiving the eproof, the customer must approve the proof in writing by e-mail or fax. This estimate will include one revision at no additional cost. The revision must fall within the Basic Layout Specifications.

File Submission:
We accept files by email at info@aquasketch.com, as well as CD-ROM or DVD submitted by regular mail. All mailed graphic files must be sent to AquaSketch Graphics Department at 990 Bradley Parkway, Nyack, NY 10960. Please include your company name and Purchase Order number in the file name.

4. Custom App Layout Sequence

Please list the sequence of your supplied text, artwork in combination with the number and name of any aquaSketch App Modules as they will appear from beginning to end of your custom App. If you are submitting a number of text and artwork items please number them and place them on the list in the appropriate order. AquaSketch App Modules can be repeated as many times as you wish so long as the total app length (the sum depth of the stacked modules PLUS the 12" clearance space) does not exceed the size you choose. The maximum size roll is 96". Many customers find it helpful to have plenty of blank space for notation interspersed throughout their App.

Example:

Logo 1

Mod.#1 Emergency Contact

Text #1

Graphic #1

Text #2

Mod.#18 Slate

Mod #10 End Notes

Logo

There is a minimum order requirement of TEN apps plus the Basic Layout Fee

aquaSketch Custom App Order Form
Basic Layout and Printing Order Form

	Item	Item#	10 APP MIN. ORDER	11-20	21-60	61-100	101+	Order
1	Basic Layout Fee	BLF	$50	$50	$50	NO CHARGE	NO CHARGE	
2	Advanced Layout Fee per Hour	ALF	$50 per hour	$50 per hour	$50 per hour	$50 per hour	NO CHARGE	
3	42 INCH CUSTOM APP	CA-42	$12.00	$11.00	$10.00	$9.00	$8.00	
4	5 FOOT CUSTOM APP	CA-5	$13.00	$12.00	$11.00	$10.00	$9.00	
5	6 FOOT CUSTOM APP	CA-6	$14.00	$13.00	$12.00	$11.00	$10.00	
6	7 FOOT CUSTOM APP	CA-7	$15.00	$14.00	$13.00	$12.00	$11.00	
7	8 FOOT CUSTOM APP	CA-8	$16.00	$15.00	$14.00	$13.00	$12.00	
9							TOTAL	

Layout Design Options   ☐ Basic   ☐ Advanced

List Custom App sequence of text, graphics and aquaSketch modules

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____

Additional notes or instructions:

_____
_____
_____
_____
_____

5. Order Placement and Billing

Basic Layout and Printing

1- Follow the guidelines in the Custom App Specification and Instructions sheet. Make sure that all the art work you would like included in your App conforms to our Formatting Requirements

2 - Print and fill out the Custom App Order Form with the total number of Apps you are ordering including the Basic Layout Fee then Fax, email or mail it with your text and graphics to us at Info@aquaSketch.com or Fax 845-358-0797.

3 - As soon as we receive your Order Form and App materials we will email you a PayPal / aquaSketch invoice for the Basic Layout Fee. This fee is nonrefundable.

4 - Once we receive your payment we will contact you to let you know that the material in your layout adheres to our Basic Layout requirements and will include a PDF proof of your Custom App.

5 - Once the proof is approved by you we will send you a second PayPal / aquaSketch invoice for the remaining printing cost including shipping costs.

6 - As soon as we receive your final payment we will start processing your Custom Apps Order. You should receive your order within 7 - 10 business days. If you need your Apps sooner rush printing and shipping is available. Contact aquaSketch for an estimate.

Advanced Layout

1- Follow steps 1-3 above for Basic Layout but select "Advanced" under Design Options. Remember that you will be invoiced for the nonrefundable Basic Layout Fee.

- There is a minimum order requirement of TEN apps plus the Basic Layout Fee.

2 - If you wish to use our Advanced Layout option or if our design staff determines that you Custom App materials require more layout work then is covered under the Basic Layout Fee, we will send you an Advanced Layout cost estimate minus the Basic Layout Fee. Necessary changes to artwork will be performed by our graphics department at the charge of $50/hour in one hour increments. This estimate will include one free revision. Printing charges remain the same as displayed in the Basic Layout Pricing chart.

3 - Once we receive your approval of the estimate we will send you a PayPal / aqua-Sketch Invoice for the total remaining Advanced Layout Fee (minus the Basic Layout Fee deposit).

4 - As soon as we receive your Advanced layout Fee we will start production on your Custom App layout and send you a PDF Proof as soon as it is ready.

5 - When reviewing your proof if there are any changes required we will make one revision at no extra charge. If more than one additional revision is required we will notify you of the added layout charges in advance before adding them to your final printing bill.

6 - Once we have received your approval of the layout we will send you a final invoice for the remaining printing, shipping and additional design charges if applicable.

7 - After we receive your payment we will start processing your order. You should receive your Apps within 7 - 10 business days. If you need your order sooner, rush printing and shipping is available. Contact aquaSketch for an estimate.

Time & Cancellation Specifications:

We require 10 business days (in addition to 3-5 day shipping time within U.S. and Canada) to print your artwork from the time of the approval of your proof. For orders needing less than 10 business days for printing, a rush order fee will be assessed. Due to the custom nature of printed graphics, no returns are allowed on graphics.

Orders of 100+ will be billed a deposit before beginning production. For quantities over 500 please contact aquaSketch directly for pricing

PLEASE SIGN:

I have read, understand, and agree to the product specifications and policies outlined above.

I _____hereby agree to the above terms and conditions.

6. Customer Signature Billing/Contact Information

Please provide company name, phone number, email address and contact's name. Once completed please email, fax or mail your order to aquaSketch Inc.

Date:_____Name:_____

Company Name:_____

Address: _____

City, State, Zip:_____

Phone:_____email:_____

Shipping Information (if different from billing)

Name _____

Company Name:_____

Address: _____

City, State, Zip:_____

Questions: call or email us and we will be happy to assist you.

☎ Phone **1-800-282-1608** email: **info@aquasketch.com Fax (845) 358-0797**

AquaSketch 990 Bradley Parkway, Nyack, NY 10960