



**zippo**<sup>®</sup>  
**COLOR**

Image Promotion

Starting Immediately - Ending September 29

**REDUCED PRICING FOR COLOR IMPRINTS.**

**LOW MINIMUM ORDER QUANTITIES.**

**UNLIMITED COLORS.**

# COLOR

## Image Promotion

Our custom color promotion is bursting with excitement special pricing, low minimum quantities, and lots and lots of color! Zippo has long been known for our unique methods of decorating the world famous windproof lighter. Our color imaging is second to none in the business. If you haven't experienced our new color imaging process, our custom color promo is the perfect time to get started.

### Guidelines for this introductory program are simple:

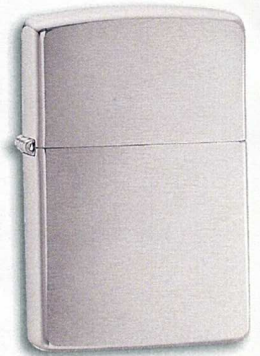
- Art requirements; Submit your own full-face design or choose one of the stock background patterns illustrated in this brochure to convert your art or logo to full face.
- Choose from six base models, no exceptions:
  - 200 brushed chrome**
  - 250 high polish chrome**
  - 207 street chrome**
  - 233 red matte**
  - 214 white matte**
  - 218 black matte**
- Pick your quantity (30 piece minimum quantity). Must all be the same base model and same color imprint.
- \$2.30 imprint charge per side, with unlimited color.
- Virtual samples only. We will e-mail your sample proof upon request. Actual lighter samples will not be allowed in this promotion.
- If needed, one revision only. You will be charged \$50 for any further revision or modification.
- Limited time only! Program dates: Starting immediately – Ending September 30, 2010
- Shipment must occur by October 29, 2010
- Order may be subject to an additional art charge if file format is not acceptable as outlined under art guidelines section.

**SEE EXAMPLES ON BACK PAGE**

## Base Models

### Step 1

Choose 1 of 6 base models.



MODEL# 200  
BRUSHED CHROME

## Background Patterns

### Step 2

Art requirements; Submit your own full-face design or choose one of the stock background patterns illustrated in this brochure to convert your art or logo to full face.



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CI001778

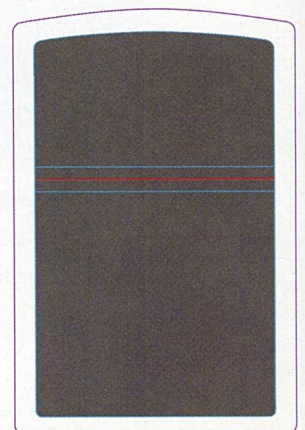


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## Templates

### Step 3

Choose 1 of 2 borders.



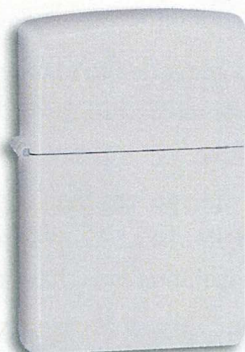
STANDARD BORDER



MODEL# 207  
STREET CHROME



MODEL# 250  
HIGH POLISH CHROME



MODEL# 214  
WHITE MATTE



MODEL# 233  
RED MATTE



MODEL# 218  
BLACK MATTE



1774



CI001775



CI001776



CI001777



1779



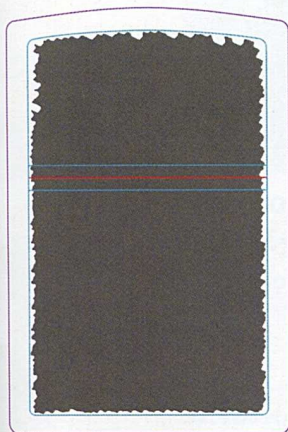
CI001780



CI001781



CI001782



WEATHERED BORDER

- Reduced pricing for color imprints
- Low minimum order quantities
- Unlimited colors

# Art Guidelines

## Artwork Submission Guidelines for Color Imaging Promotion

### Vector files (Adobe Illustrator)

All artwork must have all fonts converted to outlines.

Acceptable formats include: .AI .EPS .PDF (*provided entire contents of file are vector*)

### Raster Files (Adobe Photoshop)

A minimum resolution of 600 dpi, no less than 1.5" wide x 2.25" high.

Acceptable formats include: .PSD TIF .EPS .JPG (provided the resolution is high enough)

Any file requiring background isolation must have paths or a layered file with transparent background.

Save all artwork in its native file format. Raster images placed and saved in Vector file formats must meet the minimum requirement for resolution and must be submitted with the original vector file.

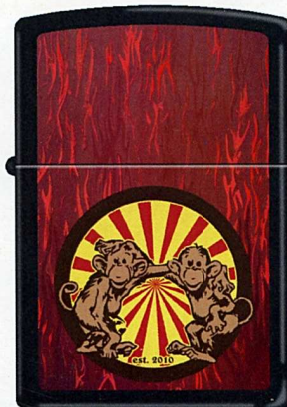
Files received outside of the above requirements will be reviewed on a case by case basis but may be subject to an art charge as well as increased lead times.

*For any questions concerning this promotion please contact your Zippo Representative.*

## Unacceptable Promotional Requirements



## Acceptable Promotional Requirements



**STANDARD BORDER**  
With added stock background pattern



**WEATHERED BORDER**  
Full-faced new artwork




**STANDARD BORDER**  
Full-faced new artwork



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