



Garson Design Services  
239 Concord Avenue  
Fairfield, CA 94533

Ph: 707 428-1743 • Toll Free: 800 834-9943 • Fax: 707 428-3652  
Email: mail@garsondesign.com Website: www.garsondesign.com



Member of Fairfield/Suisun  
Chamber of Commerce.  
GDS Designs & Produces  
"Business Issues" the  
Official Newsletter of the  
Chamber of Commerce.

Dear Customer

GDS is a graphic design company that offers our clients creativity at the highest levels at a reasonable cost. Our designers have up to 20 years of experience and have been creating slides at movie theaters for the past four years. We offer our clients design styles that range from traditional to modern.

It has been our experience that screen advertisers can get more for their money by placing two or three ads per screen. For this reason we offer multiple layout options (see sample sheets).

**TO ENTER AN ORDER, YOU CAN:**

**Option A**

Fax an order form (with very rough layout of info/wording desired), email logos and photos.

**Option B**

Mail/FX/priority mail package with order form (with very rough layout of info/wording desired), and any photos and logos to be scanned.

**After receiving your info we...**

1. Scan in photos, logos. Find any stock illustration to enhance slides.
2. Print out proofs send to you for approval via....  
*Option A:* Upload color proof to you at our website:  
*Option B:* Fax to you  
*Option C:* Mail/FX color proof to you
3. Upon approval, we produce slides and send them to you or your theatre(s).

---

Enclosed you will find examples of previous slide advertisements we have produced. We can be reached at 707 428 -1743. I look forward to discussing your screen advertisement production needs or any other graphic design help we may assist you with.

Thank You,  
Steve Garson/Terry Britt

# Slide Order Form



Date: \_\_\_\_\_

From/Contact: \_\_\_\_\_

Client: \_\_\_\_\_

Address: \_\_\_\_\_

Phone/Fax: \_\_\_\_\_

Run Date: \_\_\_\_\_

**SubClient:** \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Phone/Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

**GDS Date Rcvd:** \_\_\_\_\_

**GDS Job #:** \_\_\_\_\_

Notes: \_\_\_\_\_

\_\_\_\_\_ *theatres*

**1 Layout** \_\_\_\_\_ *final slides.*

Includes 1 extra for both the *Cinema* & Client.

**2 Layouts** \_\_\_\_\_ *final slides.*

Includes 2 extra for both the *Cinema* & Client.

**3 Layouts** \_\_\_\_\_ *final slides.*

Includes 3 extra for both the *Cinema* & Client.

\_\_\_\_\_ *theatres*

**1 Layout** \_\_\_\_\_ *final slides.*

Includes 1 extra for both the *Cinema* & Client.

**2 Layouts** \_\_\_\_\_ *final slides.*

Includes 2 extra for both the *Cinema* & Client.

**3 Layouts** \_\_\_\_\_ *final slides.*

Includes 3 extra for both the *Cinema* & Client.

\_\_\_\_\_ *theatres*

**1 Layout** \_\_\_\_\_ *final slides.*

Includes 1 extra for both the *Cinema* & Client.

**2 Layouts** \_\_\_\_\_ *final slides.*

Includes 2 extra for both the *Cinema* & Client.

**3 Layouts** \_\_\_\_\_ *final slides.*

Includes 3 extra for both the *Cinema* & Client.



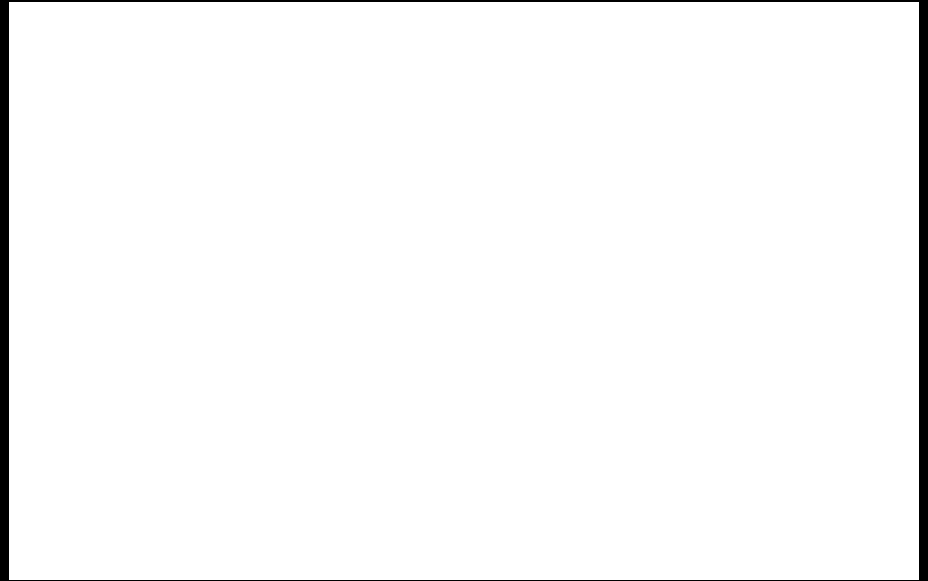
**GARSON  
DESIGN  
SERVICES**

239 Concord Avenue  
Fairfield, CA 94533  
Ph: 707.428.1743  
Fax: 707.428.3652  
mail@garsondesign.com  
www.garsondesign.com

## SLIDE LAYOUT 1



## SLIDE LAYOUT 2



## SLIDE LAYOUT 3



# Slide Order Form

Date: 5/19/00  
Client: KEN JONES  
Address: PacCon/Peachtree/Cinema6  
750 Tennant Station  
Morgan Hill, CA 95037  
Phone/Fax: 408 779-1051 / 779-5151  
PCAgend Date: 5/19/00  
Run Date: 6/2/00  
SubClient: Acme Plumbing  
Address: 100 Jones St.  
Morgan Hill, CA 95008  
Phone/Fax: 408 555-1212 / 3666  
Email: kud@plumbing.com  
Website: www.plumbing.com  
GDS Date Recd:  
GDS Job #:  
Notes:

Billing: Use Tradeworld

Cinema 6/2 8 theatres  
(Morgan Hill-6, Morgan Hill/Granada-2)

1 Layout 28 final slides  
Includes 1 extra for both Gallery 6 & Client.

2 Layouts 32 final slides  
Includes 2 extra for both Gallery 6 & Client.

3 Layouts 36 final slides  
Includes 3 extra for both Gallery 6 & Client.

4 Layouts 40 final slides  
Includes 4 extra for both Gallery 6 & Client.

Tanforan 4 4 theatres  
(San Bruno-4)

1 Layout 16 final slides  
Includes 1 extra for both Gallery 6 & Client.

2 Layouts 20 final slides  
Includes 2 extra for both Gallery 6 & Client.

3 Layouts 24 final slides  
Includes 3 extra for both Franchiser & Client.

4 Layouts 28 final slides  
Includes 4 extra for both Gallery 6 & Client.

EXAMPLE ONLY

**GDS** GARSON DESIGN SERVICES  
239 Concord Avenue  
Fairfield, CA 94533  
Ph: 707.428.1243  
Fax: 707.428.3852  
mailto:garson@gs.com  
www.garsondesign.com

\*GDS FORM 5/98 Slide Order Form rev. 05/04/00

## SLIDE LAYOUT 1

### All Your Plumbing Needs

- SMALL OR LARGE JOBS
- DIFFICULT JOBS OUR SPECIALTY
- RESIDENTIAL/COMM.

PHOTO 2  
OF PLUMBER  
W/ PIPES

ACME  
PLUMBING

PIX  
OF  
ME

408 555-1212  
www.plumbing.com

## SLIDE LAYOUT 2

### Plumbing Repair & Service

- NO JOB TO SMALL OR LARGE
- IMMEDIATE RESPONSE TIME
- RESIDENTIAL/COMM.

PHOTO 2  
OF PLUMBER  
WITH CUSTOMER

ACME  
PLUMBING

PIX  
OF  
ME

408 555-1212  
www.plumbing.com

## SLIDE LAYOUT 3

### 24 Hour Emergency Plumbing Service

- FAST RESPONSE TIME
- COURTEOUS SERVICE
- RESIDENTIAL/COMMERCIAL

PHOTO 3  
OF OUR TRUCK

ACME  
PLUMBING

PIX  
OF  
ME

408 555-1212  
www.plumbing.com

## TURNAROUND - NORMAL (figure max: 1 week design, 1 week production)

- Design Slide. 1 - 7 workdays  
*(about 1 - 7 workdays from receipt of complete order form, photos, copy, co. logo)*  
Allow time for your client approval. GDS can post layout(s)  
to our website for immediate client viewing & approval at:  
[www.garsondesign.com/proofs/\\_\\_\\_\\_\\_\(client name\)](http://www.garsondesign.com/proofs/_____(client name))
- Rcv. changes (only way to send changes is via fax to 707 428-3652)
- GDS make changes & fax back for final approval  
We can fax directly to you or to your client on your behalf.

---

- Go-ahead received from theatre by 1pm: Day 1  
GDS FX out same day for slide production.

---

- Go-ahead received from theatre after 4pm: Day 1  
We would have to modem out for slide production...  
*OK if not too big of a file (up to 5mb).*  
Otherwise goes out next day.

---

- Vendor receive, FX out to GDS: Day 2 or 3

---

- GDS receive from Vendor, deliver/FX out to Theatre/Cinema: Day 3 or 4

*The vast majority of slides are done in the above Normal Turnaround, but in those cases where the slide needs to be on-screen for an opening, or client waited to the last minute, please note the following option:*

## **RUSH TURNAROUND EXTREME RUSH** CUTS TIME IN 1/2 (+50% SURCHARGE)

- Design Slide. 1 - 7 workdays  
*(about 1 - 7 workdays from receipt of complete order form, photos, copy, co. logo)*  
Allow time for your client approval. We can post layout(s)  
to our website for immediate client viewing & approval!  
[www.garsondesign.com/proofs/\\_\\_\\_\\_\\_\(client name\)](http://www.garsondesign.com/proofs/_____(client name))
- Rcv. changes (only way is via fax to 707 428-1743)
- GDS make changes & fax back for final approval  
We can fax directly to you or to your client on your behalf.

---

- Receive go-ahead from theatre by 10am: Day 1  
• GDS print out in color (letter or larger at tabloid size)  
• Take slide photo of color printout  
• Take to (Vendors who have one day slide turnaround):  
• GDS receive from Vendor, deliver/FX out to Theatre/Cinema that evening.

---

- Receive go-ahead from theatre after 10am: Day 2
  
- Remember the above are ideal turnarounds, barring occasional unforeseen mishaps, like lost FX truck, vendor delay (equipment breakdown, etc.)
- Any further questions please contact GDS.

Thank you!