



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



**GARSON
DESIGN
SERVICES**

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Call: 1 800 834-9943

ON-SCREEN SLIDE ADVERTISING

SINGLE LAYOUT GOLD LEVEL

Featuring more than 60 restaurants and wineries, plus an extensive silent auction.

Tickets are limited!
\$45 per person in advance
\$50 at the door (if still available)

SOLANO WINE & FOOD
Jubilee
A Benefit For NorthBay Hospice & Bereavement Center
Friday, May 16, 1997
6:30 pm to 9 pm
Lagoon Valley
For Information Call: 707 454-3001

NORTH BAY
HOSPICE & BEREAVEMENT
CENTER

Solano Wine & Food 4319 1 of 1 - Gold

MIL
MEN IN LOANS

FOR LOAN SERVICE OUT OF THIS WORLD!
Call Jim Porter or Richard Lovell
707 447-1000

1st Choice
MORTGAGE CO.
669 Merchant Street

Men In Loans 4420 1 of 1 - Gold

G O L D L E V E L P L A N

Creativity at its highest, these ads offer an eye-catching view of your business. On-Screen Ads may consist of *multiple* color photos, which can be shot by your professional photographer. Our graphic designers will create your ad to increase your customer base. Please limit word use to approx. 20 or less per slide.

- Single Layout Price \$190.00
- Double Layout Price \$240.00
- Triple Layout Price \$290.00

* Shipping and Tax not included

Celebrate Your Love!

Let us transform your home or hotel suite into a romantic celebration for two.

- Rose Petals & Flowers
- Scented Candles
- Gourmet Picnics
- Bath and Massage Lotions
- Love Notes & Lingerie

Romance by Design

Visit our new store,
3722 The Barnyard, Carmel
624-3700
www.romancebydesign.com

Romance by Design 4423 1 of 1 - Gold

Central California's Home and Business Computer Solution

Aladdin Computers

Experience The Magic!

Call David, Gene, Brian or Patti for all your PC & Mac Needs

Hollister: 635-0200	Monterey: 646-0200	Salinas: 757-0200	Watsonville: 763-0200
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Aladdin Computers 4407 1 of 1 - Gold

DOUBLE LAYOUT GOLD LEVEL

WOODARD

You Want Selection...
We Got 'Em!

422-7777
1-800-NEW-CARS

1-800 at Waterman, Fairfield

***** Your Five Star Service Supremacy Dealer

Cadillac Catera
Chevrolet Camaro
Isuzu Truck
Chevrolet Cavalier Coupe
Oldsmobile Intrigue

Woodard Chevrolet 4399 1 of 2 - Gold

WOODARD

***** Your Five Star Service Supremacy Dealer

Want Something Tuff To Haul Your Stuff?

Oldsmobile Bravada
Chevrolet S-10 Pickup

422-7777
1-800-NEW-CARS

1-800 at Waterman, Fairfield

Woodard Chevrolet 4399 2 of 2 - Gold

TRIPLE LAYOUT GOLD LEVEL

Sea Otter Classic
Presented by Mercury

The World's Premier Cycling Festival

MARCH 19-21, 1999
LAGUNA SECA RECREATION AREA
MONTEREY

INFO HOTLINE: 650-306-1414
www.seaotter.org

Sea Otter Classic 4489 1 of 3 - Gold

Sea Otter Classic
Presented by Mercury

The World's Premier Cycling Festival

MARCH 19-21, 1999
LAGUNA SECA RECREATION AREA
MONTEREY

INFO HOTLINE: 650-306-1414
www.seaotter.org

Sea Otter Classic 4489 2 of 3 - Gold

Sea Otter Classic
Presented by Mercury

The World's Premier Cycling Festival

MARCH 19-21, 1999
LAGUNA SECA RECREATION AREA
MONTEREY

INFO HOTLINE: 650-306-1414
www.seaotter.org

Sea Otter Classic 4489 3 of 3 - Gold

DIGITAL & PROFESSIONAL: • ADVERTISING • BROCHURES • BUTTONS • BZ CARDS • CATALOGS • DIRECT MAIL • DISPLAY BOOTHS • FLYERS • ILLUSTRATION • LABELS • LOGOS • NEWSLETTERS • POSTCARDS • POSTERS • SIGNAGE • SLIDES • T-SHIRTS • WEBSITES • ZO MUCH MORE!

BBKingServer-*GDS/**GDS Advertising-Promo/SellSheets-GDS/SellSheets-GDS.slides/SellSheets-GDS.SlidesSlvr&Gold-02/08/00rev.03/06/01

SINGLE LAYOUT SILVER LEVEL

McCartney Photographics

- Family Portraits
- Anniversaries
- Special Events
- Group Photos

Portraiture on Location
by Tom McCartney

Call 375-3533

"Capturing the Essence of Your Personality"

- Distinctive Quality
- Professional Service
- Reasonable Rates
- Patient & Unobtrusive



McCartney Photo 4419 1 of 1 - Silver

S I L V E R L E V E L P L A N

This plan offers quality on-screen advertisement production at an economical rate. On-Screen Ads consist of a single color photo, which you can obtain from a professional photographer. This will show your product or business at its absolute best. Limit word use to approx. 20 or less per slide.

- Single Layout Price \$160.00
- Double Layout Price \$210.00
- Triple Layout Price \$260.00

* Shipping and Tax not included

YOUR BUTT STINKS



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Anti-Tobacco Campaign 4441 1 of 1 - Silver

Don't Silence The Violence

Vacaville Police Department

Domestic Violence Response Team



This Advertising Provided by: Computer Service and Instruction 455-0557

Vacaville Police 4335 1 of 1 - Silver

UNDER THE ARCH

- CHOICE STEAKS
- FRESH PASTA
- VEGETARIAN DISHES
- GRILLED SEAFOOD

COUNTY GRILL

DOWNTOWN FAIRFIELD



County Grill 3999 1 of 1 - Silver

DOUBLE LAYOUT SILVER LEVEL


8.12.00 AD



Marry Me? 4486 1 of 2 - Silver

JACQUELYN MARIE NEWMAN..

WILL YOU MARRY ME?



Marry Me? 4486 1 of 2 - Silver

TRIPLE LAYOUT SILVER LEVEL

Alvord & Ewing
Lake County's Premier Law Firm

- Personal Injury
- Evictions
- Civil Litigation

Ed Alvord
Mike Ewing
Max Ruffcorn
Isabelle Brown
Michael P. Scott

263-6400

Alvord & Ewing 4499 1 of 3 - Silver

Alvord & Ewing
Lake County's Premier Law Firm

- Family Law
- Business & Contract Law
- Wills & Trusts

Ed Alvord
Mike Ewing
Max Ruffcorn
Isabelle Brown
Michael P. Scott

263-6400

Alvord & Ewing 4499 2 of 3 - Silver

Alvord & Ewing
Lake County's Premier Law Firm

- Real Property
- Personal Injury
- Criminal Law

Ed Alvord
Mike Ewing
Max Ruffcorn
Isabelle Brown
Michael P. Scott

263-6400

Alvord & Ewing 4499 3 of 3 - Silver

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 95038
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

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.

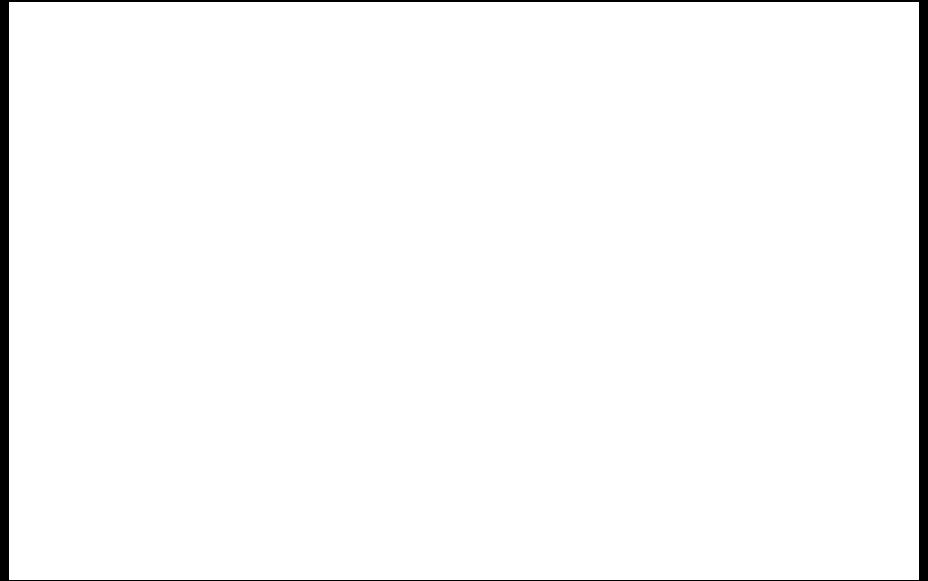


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SLIDE LAYOUT 1



SLIDE LAYOUT 2



SLIDE LAYOUT 3



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!