



SETTING NEW STANDARDS  
IN GRAND FORMAT DIGITAL PRINTING



Thank you for this opportunity to present information about Circle Graphics, the nation's largest digital printing company. We sincerely hope that we can earn a role as your digital printer.

Circle Graphics is a technology-driven digital printing company focused on grand format printing for out of home media. With more than 60 grand format printing presses and the implementation of lean manufacturing techniques, we have dramatically reduced the cost of digital production, and we pass these savings along to our customers. The result is that after three years in the industry, we supply more than 400 media company "plants" and many large ad agencies on a regular basis and ship more than 40,000 posters and 2.75 million square feet of flex vinyl per month.

Circle produces a quality product, delivered with world-class service, at the very best value on the market. We work hard to deliver all three...and we're not satisfied unless you agree that you're getting all three!

### **Better Service**

As a Circle Graphics customer, you will receive exceptional turnaround delivered with world-class customer service. Our factory runs 24/7 and with our industry-leading capacity, we turn jobs quickly and can meet the most demanding production schedule. Each of our customers is assigned to their own Account Manager. We believe relationships are important, and we get to know our customers on a personal basis. Circle has developed some of the best software systems in the industry that help us deliver order tracking information as well as accurate and quick reproduction of your graphic images.

### **Better Quality**

Our standard resolution is 360 dpi on either 4 or 6 color digital presses, the highest resolution of any of the leading grand format billboard printers. We use the finest automotive-grade pigments in our inks so they resist fading. Our poster paper and vinyl substrates exceed industry standards. And our digital workflows and color management processes ensure that your designs are reproduced accurately and consistently. We have satisfied some of the largest brands and most demanding customers in the industry. We would welcome the privilege of promoting your brand's image.

### **Better Value**

We hear one question fairly often here at Circle - "How do you deliver such incredible value to your customers?" Our answer lies in our ability to create efficiencies from mass production of digital prints and pass along the related savings to our customers. As the nation's leading digital print producer, Circle produces over twelve million square feet of digital production per month. We are financially strong, and we plan to continue delivering terrific value to our customers for many years to come. If you would like to see "how we do it", please give us a call to arrange a visit to our factory. We would love to provide a tour of our facility and answer any of your questions in person.

## Facility & Employees

Our factory is located just Northwest of Denver, CO, with easy access to Denver International Airport. This strategic location puts us in close proximity to any domestic location with very affordable shipping.

Our facility of over 100,000 sq. ft. of production and office space provides ample room for our current production demands as well our expected future growth. We have fully redundant systems and power backups to ensure uptime and reliability. In addition, we have massive amounts of data storage (over 50 terabytes) to ensure that your images are retained in the event you need them reproduced down the road.

Circle employs over 160 dedicated associates with a relentless focus on timely execution. We have electrical, chemical, and mechanical engineers on staff. Our prepress professionals use highly automated Photoshop scripts and custom software. Our account managers are hired for their proven excellence in providing world-class service which is then reinforced with our own commitment to personal service and relationship selling. We know your time is valuable and we try to make working with us as efficient as possible.



## Equipment

Our factory is the largest capacity, high resolution grand format digital printing facility in the US. We operate more than 65 digital ink jet machines 24/7 which allows us to meet to the most demanding production requirements.

Our presses are a combination of 4-color and 6-color machines that print from 360 to 1400 dpi. We have recently entered the Transit and Street Furniture markets with 30 high resolution presses producing digital output at either 720 or 1,400 dpi.

Our presses are proprietary in nature and represent one of our many competitive advantages. However, our customers can be assured of their quality output and reliability. We use the same printheads, i.e., Xaar and Spectra, that are used in Vutek, Scitex, and other inkjet printing machines. We maintain our presses with teams of highly skilled maintenance engineers capable of rebuilding our machines from the ground up.

## Automated/Lean Factory

Our ability to offer our customers tremendous value is driven in large part to the many automated processes in our factory. We have adopted a multitude of “lean manufacturing” techniques aimed at the elimination of waste in every area of production including product design, supplier networks and factory management. Our processes incorporate less human effort, less inventory, and less space and allow us to be highly responsive to customer demand while producing top quality products in the most efficient and economical manner possible. Circle is constantly innovating to bring you better quality at a lower price.



# OUR PRODUCTS

## Vinyl Billboards & Other Vinyl Signage

Vinyl wrapped bulletins are the largest, highest impact standard-size form of out of home media. Bulletins afford the greatest visibility due to their size and the ability to “customize” a board through the use of extensions.

Art specifications and common template sizes can be found on our web site at [www.circlegraphicsonline.com](http://www.circlegraphicsonline.com).

We offer terrific value on the following types of vinyl production:

- Vinyl Flex
- Vinyl Banners
- Pressure Sensitive Vinyl
- Wallscapes
- Fleet Graphics
- Murals
- Backdrops
- Trade Show Graphics
- Vinyl Mesh



## 30-Sheet & 8-Sheet Posters

The 30-sheet poster is the largest poster format. Circle prints a 30-sheet “bleed” poster that has a copy area (or live area) of 10’5” H x 22’8”W.

The 8-Sheet posters is viewed by both automobile traffic and pedestrians. Circle prints an 8-sheet “bleed” poster that has a copy area (or live area) of 5’ H x 11’ W. The proportions of an 8-sheet poster and a standard 30-sheet poster are the same. Designs should restrict the live copy to the dimensions indicated above.



### Attention Poster Buyers, We're changing the rules!

Do you have any extremely large poster runs that you might traditionally print via litho or silk screen? You might be surprised at how competitive we can be on large runs. In particular, if you have several thousand posters and have a little more time in your planning calendar, please give us a call to discuss. By using our plant's extra capacity on weekends and other times, we can match or beat most litho prices ... saving you money and smoothing our plant's production output.

## Transit & Street Furniture & Alternative OOH

With the recent addition of our ultra-high resolution presses, we now provide a larger complement of out-of-home production to our customers with the following products:

- Bus Displays: Kings, Queens, Tails
- Bus Shelters
- Backlit Display Products



We are excited to offer you the finest promotional tools available anywhere to display a copy of your outdoor advertising message. Your customers will proudly display these frames on their desks as a popular memento of a successful campaign. What better way to get back in front of your customer and say “thanks”?

These frames are quite substantial in terms of their weight, making them much more likely to be continually displayed than their plastic counterparts.

We have two frame options available to you: poster frames and bulletin frames. Our poster frames accommodate either a 30-Sheet and 8-Sheet design. Our bulletin frames are extremely well designed to handle many different sizes of vinyls. Additionally, these bulletin frames have been designed to accommodate designs that are printed with extensions.

## How Do I Order?

Circle keeps a large inventory of these frames in stock. You can order a frame and mini-print with each order (and we will ship along with your production order) or you can order them by the case (20 per case). Contact your Account Manager or Sales Rep for pricing.

## How-To Instructions

The frames and mini-prints will seem quite simple after you have put one or two together. To assist you, we have produced a step-by-step visual guide that walks you through the assembly of both the frame and the mini-bulletin or mini-poster insert.

For a step-by-step guide to assembling your frame and creating your mini poster or bulletins, use the following links:

### Bulletin Frame Assembly

[www.circlegraphicsonline.com/BulletinFrame/index.html](http://www.circlegraphicsonline.com/BulletinFrame/index.html)

### A Template for the Mini Bulletin

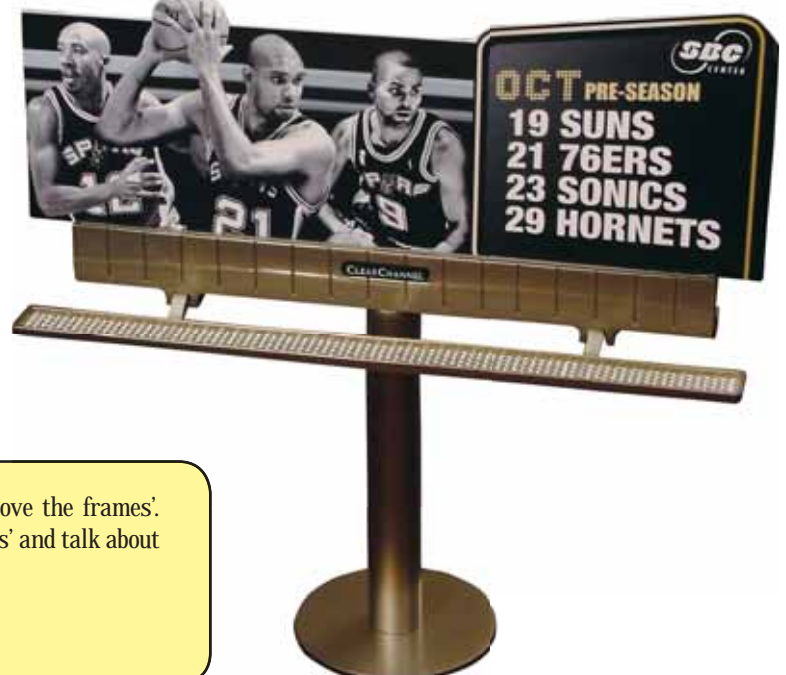
[www.circlegraphicsonline.com/pdfs/MiniBulletin-Template.pdf](http://www.circlegraphicsonline.com/pdfs/MiniBulletin-Template.pdf)

### Poster Frame Assembly

[www.circlegraphicsonline.com/PosterFrame/index.html](http://www.circlegraphicsonline.com/PosterFrame/index.html)

### A Template for the Mini Poster

[www.circlegraphicsonline.com/pdfs/MiniPoster-Template.pdf](http://www.circlegraphicsonline.com/pdfs/MiniPoster-Template.pdf)



“I love the metal billboard frames. Or should I say ‘My customers love the frames’. They’re a great way to get back in front of my customer to say “Thanks” and talk about the next campaign. **Thanks Circle!!**”

Carolyn Fischman

Account Executive - Clear Channel Outdoor - Albuquerque

We believe we provide the best service in the industry. More importantly, our customers confirm this to us every week. Our tremendous value and quality would not be meaningful without world class service. Every customer is assigned to one of our well-trained Account Managers. Rather than endless policies and rules about how to handle customer service issues that are bound to arise, our service ethic is guided by principles which we truly believe and discuss within our team on a frequent basis. These principles guide the way we treat each of our valuable customers and their unique situations.

## Our Principles of Customer Service

- We believe your time is valuable
- We try to be as efficient as possible
- We value personal service. We develop relationships with each of our customers
- We are extremely focused on timely execution
- We keep our word and do what we say we will do
- We believe in partnering with our customers and suppliers
- We believe in hard work and going the extra mile
- When we make a mistake, we make it right
- We have a bias for action
- We compete vigorously and fairly in the marketplace
- We are open and honest in our actions
- We are focused on world-class service, quality and value
- We are committed to innovating our product and services
- We strive for win/win solutions in all our dealings
- We like to say YES!

## Your Circle Graphics Customer Service Team



## What's Your Turnaround Time?

We're FAST! With more than 40 grand format digital presses, your rush job is neither an inconvenience nor something we charge you extra to produce. We treat our relationship as a partnership. When you need it fast, we're going to get it to you as quickly as we can. Our "normal" turnaround represents the longest time your job should take to get produced and is set forth below:

### Here's an Outline of How Your Job is Produced

- Place your order via "My Circle" or Fax **Day 1**
- Upload/Send us your artwork via Internet or CD/disk **Day 2**
- Circle sends out a proof per your requested proof method (Online or Hardcopy Proof) **Day 3**
- Circle Prints your job **Day 4**
- Circle Ships your job

### Need to Re-Order a Print Job?

Our automated digital workflow systems and massive data storage servers allow us to automatically de-archive your old print job, re-profile the job, and automatically move the job to our print servers for ripping and printing - with no human intervention! In addition to the benefit of keeping your prior jobs available for reprinting, we will shave a day off our already incredibly fast turnaround for your re-orders.

Circle Graphics has invested significantly in custom software. We have created the industry's most sophisticated "digital workflow" which allows us to routinely process 600+ art files and orders each day...consistently, accurately, and quickly. Benefits to our customers include: consistent and repeatable results, accurate color management, fast turnaround, and more design options.

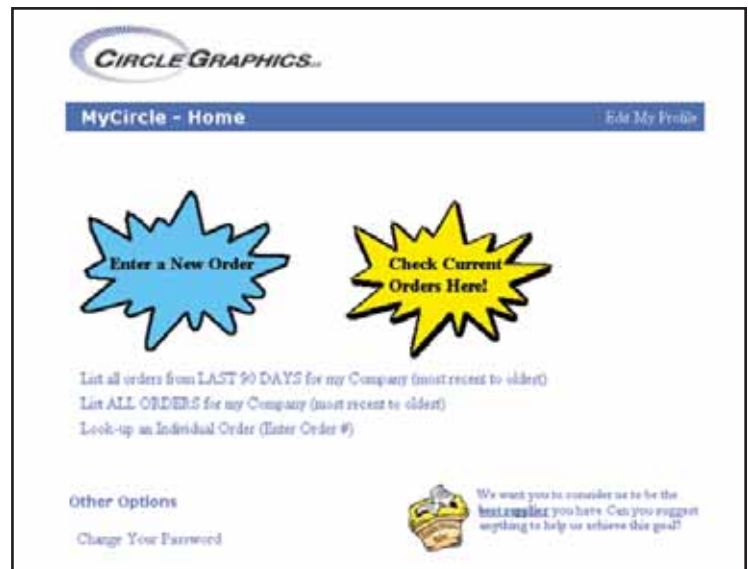
## Our Software Systems

**CGOM** (Circle Graphics Order Management System): Our fully integrated, customized order management and accounting package. This SQL-based application is a unique, one-of-a-kind system that helps us deliver world-class service and real-time information to our customers.

**My Circle:** Our Internet-based order entry and order tracking application. My Circle provides secure access to all your current and past orders. Information is always online and up-to-date, taking the guesswork out of scheduling and delivery. Keeping you connected 24/7 is just one more way we provide world-class service to our customers.

### Email Confirmations you will receive from Circle:

- Order Confirmation (order summary to confirm key details)
- Art Request (if we don't get your art in a timely manner)
- Art Received Confirmation (when we get your art)
- Email Proof (if you selected this option)
- Proof Approval Reminder (if we haven't heard from you)
- Shipping Confirmation (w/shipment tracking info)



## Color Management - You Can Trust Us To Accurately Reproduce Your Images

Circle Graphics has implemented a normalized workflow modeled on SWOP/TR001. Knowledgeable ad agencies know that SWOP was initiated by major ad agencies fed up with the lack of consistency for content destined for publication printing. By standardizing on SWOP as our target color space, our customers do not need to re-separate print-ready CMYK files. As such, our customers retain complete file portability.

Circle Graphics understands that consistency is a crucial prerequisite for reproducing color. That is why we have implemented visual and measurement-based process control methods for consistent printing. However, even that is only the beginning. We follow it up with the creation of ICC profiles for each unique print condition. These profiles are used to convert your print-ready SWOP files to our unique printing conditions, in order to preserve the color appearance you expect.



## PROMISE OF DIGITAL

For more than a decade, the print industry has talked about the “promise of digital”. Unfortunately, these promises have been slow to materialize for most production buyers. We live in an on-demand world today, with 30-minute fast food, 10-minute oil change, overnight shipments, and one-hour photos. Production buyers living in this on-demand world have not fully realized the speed, flexibility and other promises of digital printing... **UNTIL NOW.**

In three year’s time, Circle Graphics has made giant strides in delivering both the benefits and promises of digital printing to our growing list of customers. During this time, we have built the largest digital production facility in the United States. We offer better service, better quality, and better value to our customers.

Let’s take a closer look at the promises of digital printing and how we are able to deliver on these promises:



### Greater Value & Flexibility

- Simple “fixed” cost structure and better overall value
- Mass customization with volume pricing - customize the portion of your design that makes sense, but get “credit” for a large volume buy
- Designs can be added to the campaign at any time
- Digital printing easily accommodates last minute changes

### Faster Time To Market

- Our digital, web-enabled workflows and prepress and factory automation help us turn your product quickly
- Digital production provides an improved platform to work together to expand your business opportunities
- Quickly re-order a prior job and receive inventory within a few days

### Less Waste (Quit Throwing Away Your Production Budget)

- Digital print on demand allows you to print what you need... when you need it
- No need to print and pay for inventory that you don’t ultimately use
- Reduce or eliminate “overages” – with our fast overall turnaround and extremely quick turn on re-orders, you can have an extra print immediately
- No need to pay to store extra production runs
- Why buy more than you need? Digital eliminates unnecessary or obsolete inventory

### No More Snipes!

- Snipe installation by the outdoor company is difficult: wrinkles are common, special equipment is often needed, registering the snipe to the correct location is difficult, and matching up the right “blank” w/the right snipe/imprint can be a problem
- Snipes can be difficult to color match and can leave a visually obvious snipe area that detracts from the overall quality

**Yes! The promise of digital printing is finally here thanks to Circle Graphics!**

### Variable Data Printing (VDP)

Exciting technology is now available that will allow production buyers to revise pre-approved designs/templates with a custom imprint. This software will allow our customers to create a custom design (based on approved templates), approve a proof online, print posters “on demand”, and ship them w/in two days w/out producing extra posters that you might not use. Do you have a production application that could benefit from the use of VDP? Give us a call to discuss a customized solution that will save you lots of money and provide unprecedented production flexibility.

## CUSTOMER TESTIMONIALS

"Circle Graphics is a relatively new vendor for The Integer Group, but we view them as an important strategic sourcing partner. **Circle provides us maximum flexibility** in our execution and terrific value on our billboard production. As important, we've found their service and quality to be exceptional."

Brad Green  
Director of Print Production,  
The Integer Group

"We are a large outdoor production buyer with our main clients being Shoney's and Jameson Inns. We have been **very pleased with our partnership with Circle Graphics** to this point. They consistently deliver a quality product...on time...at a terrific value. Our Account Manager at Circle as well as our national sales representative take very good care of us!"

Barry Cramer  
President, Frye Advertising Services, Co.

"The OAAA and **our member companies have enjoyed generous support from Circle Graphics** on a variety of billboard campaigns where Circle has either donated production or offered our members deep discounts on printing. These campaigns include OAAA's Congressional Salute, "Billboard Speaks", Tsunami Relief Effort, "God Speaks II", and Pass It On. Thanks Circle for all you do!"

Nancy Fletcher  
President and CEO - OAAA

"Very glad to see you added a black and white image of the billboard to the outside of the box. We also like the small, color image that you print on the back pocket material so we know which vinyl is which without having to unfold. These were the only issues we had with Circle from the Viacom Nashville office.

**Keep up the great work."**

Mark Peterson  
Sales Mgr, Viacom Outdoor - Nashville

"Over the last few weeks we have had a multitude of rush orders resulting from hurricane complications and the like. **Our account manager and all of Circle's production staff have turned each job VERY quickly**, making our lives much easier at a time when we have many challenges to overcome. On behalf of our entire plant, I would like to thank you all for your help."

Brian Walgamott  
Sales Manager, Lamar Outdoor Advertising of Tallahassee

"Everyone here at Clear Channel Jacksonville appreciates Circle's "super" efforts leading up to our big Super Bowl week-end. **Circle will continue to get 100% of our business.**"

Brad Parsons  
VP/Sales Manager, Clear Channel Outdoor

"We are a large direct buyer of billboards for our markets around the country. Circle Graphics has been a great production partner for us for a year and half. Our graphics personnel and buyers have toured their facilities and continue to work closely with Circle staff to ensure our brand image is managed carefully in terms of color and quality production. **We are very pleased with every aspect of our relationship!**"

Sarah Futa  
National Media Manager, Richmond American Homes (NYSE/PCX:MCD)