

## **Adding a Dealer Map, QR Code, and /or Dealer Lock-Up to Your Customizable Product**

### **Creating Maps, Dealer Lock-Ups and QR Codes:**

You are responsible for creating file(s) that contain your dealer lock-up, map and QR Codes. **These files must be uploaded in PDF format.** Page 3 illustrates how to upload these PDFs to be included with your customized product purchase.

#### *QR Codes:*



There are numerous websites that offer information about QR Codes, as well as free QR Code generators. Here are just a few:

<http://qrcode.kaywa.com>

<http://www.qrstuff.com>

Not all QR Code generators will create the code in PDF format. You are responsible for creating a PDF of the desired QR Code.

**NOTE:** Midland Information Resources and Caterpillar, Inc., are not affiliated, nor do we endorse or warrant, any specific online providers of QR Code software. It is your responsibility to ensure that QR codes operate as intended by scanning the PDF file prior to uploading on the online ordering site.

**Dealer Lock-Up** is only available on media titled with; *“dealer lock-up/QR code is available.”* Visit **Brand.cat.com** for information on usage standards and how to create your dealer lock-up.



### **PDF File Quality Requirements**

The quality, or 'print readiness', of your PDF file could impact the final print quality of your customized product. It is your responsibility to ensure that the PDF files uploaded to the online order site meet recommended standards to ensure a quality finished product. **Customized products ordered on the online order site are print on demand and are not subject to return or cancellation once manufacturing has begun.**

Following are the recommended PDF file submission guidelines.

- All fonts should be embedded within the PDF. If fonts are not embedded, Midland Information Resources cannot guarantee the desired appearance of text on the finished customized product.
- PDF files should not use 'pdf security' protection.
- Images/pictures should be at least 300dpi, but less than 1200dpi to avoid processing issues.
- Full scanned pages should be at least 600dpi, but less than 1200dpi to avoid processing issues.
- Images/pictures recommended to not be CMYK.
- Avoid converting to CMYK during PDF output.
- Avoid converting Pantones to RGB or CMYK builds.
- Avoid using Pantones over transparent elements.
- Avoid using elements not intended for print.
- To avoid 'visible dots in text (text screening)', text color values should be one of the following:
  - 100% for grayscale
  - 0% for all RGB channels
  - K value at 100% for CMYK
  - Pantone at 100% or black (K) equivalent

### **Adding Maps/Lock-Up During Your Online Ordering System Purchase**

When you have placed a customizable product in your shopping cart, there will be two links displayed on the Shopping Cart page next to the media that qualifies.

**Media Ordering System** Quick Search

HOME   PRODUCT SEARCH   ORDER SEARCH   MY ACCOUNT   ADDRESS BOOK   ADMINISTRATION   SUBSCRIPTIONS   HELP   SIGN OUT

### Shopping Cart

The following items have been added to your shopping cart. Please review this information before proceeding to checkout. You can update your order by deleting or editing quantities from this page. Be sure to click the **Save** button to save your changes.

Total Price: **\$12.25**

	Media Number	Media Type	Title	Language	Unit Price	Qty	Extended Price	Setup Charge
<a href="#">Delete</a>	<a href="#">PRDP8027</a>	BOOK	PRDP8027-03 Cat Reman Products for Engines	Russian	\$0.75	<input type="text" value="11"/>	\$8.25	
<a href="#">Delete</a>	<a href="#">AEWQ0118</a>	BOOK	AEWQ0118-00 D10T2 Large Dozer Poster (small)	English	\$2.00	<input type="text" value="1"/>	\$2.00	
<a href="#">Delete</a>	<a href="#">AEHQ5511</a>	BOOK	AEHQ5511-00 797B Mining Truck	English	\$2.00	<input type="text" value="1"/>	\$2.00	
Customize	<a href="#">Add Dealer Map/Advertisement</a>		<a href="#">Add Dealer Lock Up or Website Barcode</a>					

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Clicking on one of these links will display a Browse window. Browse to the map or QR Code located on your file system and click on Upload File. **Note: The only file format that can be uploaded is a PDF file.**

**Media Ordering System** Quick Search

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<a href="#">Delete</a>	<a href="#">AEWQ0118</a>	BOOK	AEWQ0118-00 D10T2 Large Dozer Poster (small)	English	\$2.00	<input type="text" value="1"/>	\$2.00	
<a href="#">Delete</a>	<a href="#">AEHQ5511</a>	BOOK	AEHQ5511-00 797B Mining Truck	English	\$2.00	<input type="text" value="1"/>	\$2.00	\$15.00

Customize: [Add Dealer Map/Advertisement](#) [Close](#) [Upload a Back Page file for AEHQ5511BOOK](#) [or Website Barcode](#)

There is a \$15.00 setup fee for adding a map and a \$5.00 setup fee for adding a QR Code or a dealer lock-up. This setup fee will apply to a single media number, regardless of the quantity. You will need to upload the map or barcode or lock-up file each time you place an order for customized products that you want to include the custom information. The fee will be applied each time an order is placed. Once the file has been uploaded, you will have the option to remove the file before continuing to check out.

**Media Ordering System** Quick Search

HOME PRODUCT SEARCH ORDER SEARCH MY ACCOUNT ADDRESS BOOK ADMINISTRATION SUBSCRIPTIONS HELP SIGN OUT

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Customize: [Remove Dealer Map/Advertisement](#) [Add Dealer Lock Up or Website Barcode](#)

On the order summary page, the Setup Charge will be displayed and added to your total order charge. When you receive your invoice, the setup charge will be added to the cost of the media. For example, on the Order Summary page below, media number AEHQ5511, quantity 1, has a unit price of \$2.00 and a \$15.00 setup charge. When you receive your invoice from Midland, you will see a line item for AEHQ5511, quantity 1, with a total price of \$17.00.

**Order Summary:**  
**Fulfillment Center: United States**

Item	Media Type	Qty	Price	Setup Charge
APHQ5863	BOOK	100	\$20.00	
AEHQ6062	BOOK	100	\$75.00	
AEHQ5511	BOOK	1	\$2.00	\$15.00

Subtotal:		\$97.00
Setup Charge:		\$15.00
Estimated Tax Total:		\$0.00
<i>Itemized Taxes:</i>		
HI General Excise Tax:	\$0.00	

**Grand Total:** **\$112.00**

The End.