

## 8-Building Street Keyword Preparation Instructions and form 1/28/10

Complete this form and email it to the address at the bottom of this page. Questions, call Bob McLean 866-795-5001

### **Order Information:**

Type the following information into the gray areas so we can quickly file and retrieve your information.

Order Number and Last Name	
Proof Date	
Due Date	
E-mail Address	
Best Contact Phone Number	

### **2. Introductory Material** *(optional)*

Tell us anything you want us to know before we start. You can tell us about the event, the recipient, and any concerns you have or information you think will help us.

### **3. The following 38 memories and moments will be transformed into graphics and be displayed from left to right - top to bottom along your street.**

Helpful hint: Think of each moment or memory as a charm on a bracelet. Remember, charms do not tell the whole story, they only remind you of a person, place, thing or time that became a fond memory. That's exactly what we are doing, transforming each moment and memory into a "charm like" graphic treatment.

Optional: If you feel like suggesting a "graphic" or graphic treatment that tells your story please do so... we can't promise we'll use it but will do our best.

Describe each moment and memory as a separate event, be specific and to the point... We need details like colors, names and genders. You are limited to 175 words per space.

Here are a few examples of acceptable keyword descriptions... short and to the point.

1. Sue and Ron's favorite vacation was to Paris, France in 2008.
2. We met each other on Match.com in 2004
3. We have 2 dogs, a white poodle name Brandy and a Grey Husky named Jack.
4. John started working at UPS in 1997.

If you want everything in chronological order you must list it that way.

	<b>Memories and Moments</b> (175 characters maximum per event)
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In the event that we have some extra room, you can describe up to 3 extra moments or memories... only if we have room. Also, list them in the order of importance, top to bottom. Remember, **ONLY IF WE HAVE ROOM!**


**4. Street Signs**

Type the Street Signs you would like displayed, from left to right, in the gray areas below. Street Signs do not have to be actual street names. We'll display anything you wish—"Easy Street", "Lucky Drive", "Lover's Lane". Use your imagination! Each Street Sign is limited to a maximum of 15 characters, including spaces.

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**5. Street Vehicles**

Type the Street Vehicles you would like displayed, from left to right, in the gray areas below. The list can include all types of cars, trucks, vans, boats, buses, golf carts, snowmobiles, police cars, wreckers, horses, etc. Please provide details such as the body style (2 door, 4 door, convertible), model year, and colors. If you want a particular type or logo on a vehicle, let us know.

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## 6. Sky Information

The sky is reserved for memorial tributes (people & pets), song titles and lighter than air craft. Type the names of up to 10 people and pets, aircraft (such as the F-15 or Delta 737, hot air balloons), or any other memorial information you want displayed in the sky. While we do not display any logos or graphics in the sky other than those types described above, we will display words.

1	
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## 7. Personalized Line of Text *(optional)*

If you would like a personalized line of text to appear under your print, type it here. The personalized line of type is limited to a maximum of 135 characters, including spaces.

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## 8. Logos

Locate any logos we will need to prepare Your Memory Lane that we do not have. We have most nationally recognized logos on file, and we can make up our own logos and type treatments when needed. Photos are not necessary, as this is an art print. Send logos in JPG, TIF, or GIF file format, attached to the e-mail you send us with the keyword list, to [keywords@yourmemorylane.com](mailto:keywords@yourmemorylane.com). If you request a specific logo, please tell us where we can find it on a Web site or provide us with a file.

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Completed? Here's how to submit your keyword list

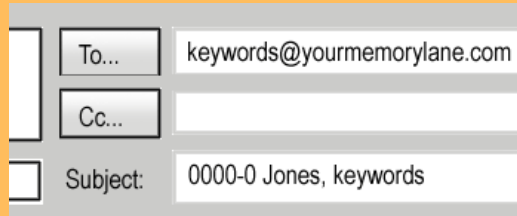
It is **MOST** important that you email your completed keyword list to us at the address below and that you follow the instructions about what to type into the subject box.

[keywords@yourmemorylane.com](mailto:keywords@yourmemorylane.com)

Alternately, you may fax your keyword list to: Don McLean, 248-474-7525.

You **MUST** type your order number, your last name and the word "keywords" in the subject box of the email that you attach your keyword list to.

Example:



The image shows a screenshot of an email header with three fields: 'To...' containing 'keywords@yourmemorylane.com', 'Cc...' which is empty, and 'Subject:' containing '0000-0 Jones, keywords'.

Failure to prepare your email like this example above can result in the loss of your information and your artwork being late

**Amending the information that has already been submitted.**

If you need to submit changes or additional information, after submitting your keyword list and attachments to us initially, fill out the corrections form attached to the e-mail containing your order information, and e-mail it to [keywords@yourmemorylane.com](mailto:keywords@yourmemorylane.com).

Your Memory Lane Contact Information	
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