

Mike Hughes

Production artist

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Files that went to press: magazines, catalogs, line cards, calendars. Built in InDesign, checked in Acrobat, handed to the printer clean.

IN THIS BOOK

1. Publication covers
2. Magazine interiors
3. Line card, front and inside
4. Calendars
5. How I prepare files for press



Northeastern Exposure, Volume 20, Number 3 (2013). Northeastern Supply. Three Marketiers, Hagerstown MD.

Publication covers

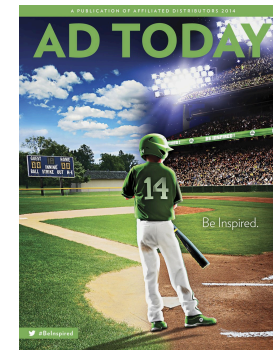
Magazine, catalog and media kit covers. Three Marketiers, Hagerstown MD.



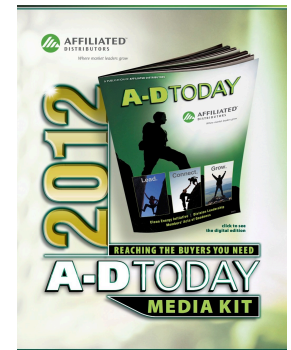
Northeastern Exposure, Volume 19, Number 3.
"Delivery in 4 Hours." Northeastern Supply.



Northeastern Supply, "Customer Driven." Line card cover, March 2011.



AD Today 2014.
Affiliated Distributors.



AD Today 2012 media kit. Affiliated Distributors.

WHAT THIS SHOWS

Four covers, four years, two publishers. Each one built to its printer's trim and bleed, with the photo compositing done in-house.

Magazine interiors

Contents page and two feature spreads. Three Marketiers, Hagerstown MD.



HARFORD AWARD

Northeastern Recognized by Chamber of Commerce

Honored for dedication to community, customers, environment and employees

RECOGNIZED FOR ITS DEVOTION TO THE COMMUNITY, ITS CUSTOMERS, ITS EMPLOYEES AND THE ENVIRONMENT, Northeastern Supply was rewarded for its actions by the Harford Award Committee with the 2011 Harford Award.

The annual Harford Award Program was held Wednesday, September 21 at the Richlin Ballroom in Edgewood, Maryland, as more than 350 business and community leaders attended the dinner event that recognized five Harford County firms for their outstanding contributions to the community, the economy and their employees. This year's theme was "Right Time, Right Place... Positioned for Success!" and Northeastern was awarded the Industrial Award for their three facilities located in Harford County.

"It is the attention to the needs of its customers that distinguishes Northeastern from its competition, and all of its sophisticated, cutting-edge resources are designed to meet some very basic customer needs."

— HARFORD CHAMBER OF COMMERCE

FOR MORE ON THE AWARD: Check out the video on the Northeastern website: www.northeastern.com/awards

Harford Award Attendees from Northeastern Supply

TOP ROW: DON BARTON, Harford Manager - Eastern Shore; KEVIN BRIDGES, Manager - Clinton, MD; BREW COOK, STEVE COOPER, President and CEO; MR. JOHN H. COOK, Jr., retired former Chairman of Northeastern said, "We are often asked how we acquire such wonderful people. The answer is 'We grow them.' We work very hard doing that and it is very rewarding to see and hear from so many people who have been with us such a long time. We are family."

BOTTOM ROW: DON BARTON, Harford Manager - Eastern Shore; KEVIN BRIDGES, Manager - Clinton, MD; BREW COOK, STEVE COOPER, President and CEO; MR. JOHN H. COOK, Jr., retired former Chairman of Northeastern said, "We are often asked how we acquire such wonderful people. The answer is 'We grow them.' We work very hard doing that and it is very rewarding to see and hear from so many people who have been with us such a long time. We are family."

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WHAT THIS SHOWS

Feature spreads with three-column body copy, pull quotes, sidebars and photo captions, running feet and folios carried through the issue.

A contents page that lists features, division sections and extras against their page numbers, with the publisher's contact block set small at the foot.



SOCIAL MEDIA

4 Ways Social Media Can Accelerate Growth

By RICK WEISBERG NDEGE

1. Deepen Customer Relationships

The people who know how to manage relationships the best... understand that it is the little touches that often leave a lasting impression: a note of thanks; a congratulatory or a birthday greeting. When we invest in time to connect emotionally with our customers, vendors or employees, we build loyalty. Social media is a concrete way for companies to emotionally connect with people.

Wouldn't it be great if you knew your customers' birthdays, company anniversaries and job promotions? Well, guess what? Your customers share that information! You guessed right: Social media. Whether they are using Facebook, LinkedIn or Twitter, individuals are publicly sharing more than ever about their personal lives and their preferences. So why not use this growing trend to your advantage in business?

Like someone's Facebook post doesn't take more than a second, but recent studies have shown that when people receive "likes" to Facebook posts or "retweets" on Twitter, their brain releases the same happy chemical that is released during sex!

To quote AD's Chairman and CEO, Bill Weisberg from his 2011 North American Meeting keynote speech, "Friendship matter in business." Social media is a great way to keep connected, year round, with the friends made during North American Meetings.

"It's just another way to build a relationship with someone, like buying donuts or passing out hats," said Gene Redding, Director of Marketing, Standard Electric Supply Co. (Hagerstown, WI) on her experience using social media.

Once someone becomes your "Facebook friend," or "likes" your company's Facebook page, you've just taken a step toward building a relationship with them.

Social media is a concrete way for companies to emotionally connect with people.

— Rick Weisberg Ndege, Affiliated Distributors

Line card, front and inside

Northeastern Supply, March 2011. Three Marketiers, Hagerstown MD.

We work harder, doing whatever it takes, to be our customers' preferred supplier.



PLUMBING DIVISION

Fixtures
Adagio
Alor Fiberglass
Alor Whitelocks
American Standard
American Products
American Standard China & Luxury China
Basco Shower Doors
Bemis Seats
Bridley Wash Fountains
Brown Refractor
CEO
Cherish China Products
Church Seats
Crown China & Steel
Dayton S/S Sinks
Devolco
Elsey S/S Sinks & Water
Conifers
Flat Shower Bases
Flonstone Shower Bases
Halway Taylor Water Coolers
Inkwater Hot Water Dispensers
Inkwater Hot Water Dispensers
Jacuzzi Whirlpools
Julien Sinks
Link A Sink
MAXX Whirlpools
Metcraft Prison Fixtures
MFL Whirlpools
Mustang Laundry Trays, Cabinets & Bases
Neptune
Omega Cabinets
Purche China

St Thomas Creations
Sanfillo
Sloan Waterless Urinals
Steamless Steam Generators
Sterling S/S Sinks
Stirling Tubs
Skid-Gard
Swan Fiberglass Walls & Bases
Toto China & Luxury China
Toto Luxury Seats
Toto Whirlpools
Vortex China
Zenofish Waterless Urinals

Brass
Alamo Shower Accessories
American Standard Brass
B&K Faucets
Boscoart Faucet Repair Parts
Central Brass
Chicago Faucets
Dahl Valves
Deborah Tubular Products
Delta Commercial
Delta Faucets
Brizo
Fluorimeter Products
Gebert Drains
Gerber Faucets
Globe Faucets
Mean Faucets
Creative Specialties
Showerware
Newport Brass
Sante
Sloan Flush Valves
T&S Brass
Toto Faucets & Flush Valves
Watts
Watts Supplies
Zumt
Zumt Commercial/Accessories
Zumt Commercial Brass
Zumt Flush Valves

Pipes, Valves & Fittings
ADS AgriFlow Pipe & Fitting
ADS Drain Tile
Anco/Anshein Foundry
All Thread

Amalflex/Incoia Coverings
Arrowhead Hydrants
Bull Run Valves
Canplas Backwater Valves
Cerro Copper Tubing
Chame Test Balls & Pumps
Chrome Nipples
CPVC Pipe & Fittings
Corb Boats
Electric Unions
Drainer Couplings
Empire Hangers
Ferris Pipe Connectors
Fiberglass Pipe Covering
Gas Cocks & Connectors
Genova CPVC Pipe
Greenfield Hangers/Straps
Hammond Valves
Hansen Greenflex Pipe
Manco Sewer & Drain Pipe
Nopolis Brass & Compression
Plumbings
Rocky Couplings
Insert Fittings
J.R. Smith Drains
Tanco-Coated Copper Tube
KBI CPVC valves & fittings
KBI Platinum Lead CPVC
Leaded Valves
Matco Norca Fittings & Nipples
Matco Norca Lead Fittings
Matco Norca Malleable & Cast Iron Fittings
Milwaukee Commercial
Valves
Moulter Copper Fittings
Moulter Copper Tubing
Moulter PVC Fittings
Nomabla Pipe Insulation
Oil Creek Polyethylene Pipe
Polyethylene Fittings
Prior Hydrants
Progress Fittings
PVC Pipe & Fittings
Rubulux Pipe Insulation
Schubel 80 PVC Fittings
Sharkbite Fittings
Silvaflex Pipe
Southwestern
PVC
PVC 31
S&B-31
Ultra-Pure CPVC
Well Gating

Smith-Blair
Steel Pipe
Strut
Tyler E-Z-Tite & Tysal
Gaskets
Tyler No-Hub Pipe & Fittings
Tyler Seal Pipe
Wardflex Gas Systems
Watts Regulator Products
Weld Fittings
Welded Fittings
Thread-o-let
Weld-o-let
Wilkins Backflow Systems
Woodford Yard Hydrants
Zumt PEX Systems

Pumps
Victory Pumps
Bel & Gossett
Genie Pumps
Hartall Laundry Tray Pumps
Little Giant Condensate Pumps
Myers Sump & Sewage Pumps
Victory Pumps
Sewage & Radon Pits
Shippo
Taco
Zeller Pumps

Water Heaters
COMMERCIAL SPECIALISTS:
Dave Alexander 3018
Brandon Agnew (443) 829-8009
Bradford White Commercial Gas & Electric
Bradford White Residential Gas & Electric
Esmak Heaters "Point of Use"
Inductorator Hot Water Dispensers
North Instantaneous Water Heaters
State Apollo Heaters
State Commercial Gas & Electric
State Commercial Storage Tanks
State Residential Gas & Electric

Commercial Water Heater Delivery Service

- 24-hour commercial delivery service
- 7 days a week
- A-hour delivery guarantee
- Point of installation delivery
- Removal of old water heater
- Stock a full line of Bradford White and State water heaters
- Diagnostic
- Sizing and replacement advice
- Training classes

Miscellaneous
Accor 1 Piece Suppliers & Valves
Caulks & Sealants
Deardorff
Dryer Boxes
Dryer Vents
Eastman Air Gaps
Fanflex Radon Fans
Grab Bars—Residential & Commercial
Harvey Chemicals
Heater Pans
Herules Chemicals
J.R. Smith Drains & Carriers
Jones Stephens Plumbing
Specialties
JOSAM Drains & Carriers
Korhy Pluggers
Leco Chemicals
Lead Products
M-Fab
Mill-Rose Specialties
Northeastern Chemicals
Oatey Chemicals & Chemicals
Oatey Products
PASCO Specialty
Rad-Rite Specialty
Rectoseal/Nokoride
Red-Boss Paper
Sakrete Products
Shower Pan Liner
Silux Chief
Specialty Products
Tarmat "Sterling" Solder
Zumt Drains & Carriers



HARDWARE DIVISION

Automotive
Air Accessories
Air Compressors
Anti-Freeze
Cleaners/Waxes
Funnels
Oil Lubricants
Shop Towels
Transmission/Brake Fluid
Windshield Washer Fluid

Electrical
Batteries
Cable Ties
Drive Lights
Extension Cords
Flashlights
Wire Nuts



HOUSE WARES

Hardware
Anchors
Bolts
Chain/Ropes
Fasteners
Lag Screws
Nails
Nuts & Washers
Padlocks
Screws
Tool Boxes

House Wares
Bleach & Disinfectants
Brooms
Cleaning Supplies
Dust Pans/Brushes
Sponges
Trash Bags

Lawn & Garden
Garden Hoses & Accessories
Gas Cans
Glazes
Long Handle Tools
Long Salts
Sunglasses



PAINT

Paint
Board Fags
Brushes
DAI Caulk
Glaes
Paint Accessories
Scrapers/Putty Knives
Spray Paints
Steel wool
Tarps/Drop Cloths
Tool Boxes

Tools & Equipment
Benjamin's Gas
Equipment
DeWalt Power Tools & Accessories
Fiskars Multi-Tool
Kobalt
Gas Products
General Wire Saver
Equipment
Goos Trench Equipment
Hand Tools
Full Assortment
Lanex
Malco Tools
Master Mechanic
Power Tool Accessories
Ridgid
Safety Equipment



WATER SYSTEMS DIVISION

Water Conditioning
SPECIALIST:
Chuck Daniels
443-927-5402 (x8)

Master Water Conditioning
American Plumber Water Filtration Products
Amrol Pressurizer
Atlanta UV Systems
Caliche Solar Salt
Chem-Tech Chemical
Fine Pumps

Sump & Sewage
SPECIALISTS:
Chuck Daniels
443-927-5402 (x8)

Victory Pumps
Eco-Pure Pool Systems
Prato Tanks
Goulds Pumps
Myers Sump & Sewage Pumps



HACH TEST KITS

Hach Test Kits
Hachmo Filters
Cartridges
Innovat
Lamotte Water
Test Kits
Pullulander
Reverse Osmosis
Systems
Rusco Sand Filters
Scale Blaster
UV Systems
Water Treatment
Chemicals

Well Products
SPECIALIST:
Chuck Daniels
443-927-5402 (x8)

American Grady Well Accessories
At McDonald Products
Campbell Well
Accessories
Carlon Water Meters
Goulds Pump Tanks
Goulds Well Pumps
Hanco Infiltrators
Myers Well Pumps
Service Wire
Simmons Hydrants
Accessories
State Pump Mole Tanks
Well Accessories
Well-X-Trol Tanks
Woodford Yard Hydrants

Value-added services

- The area's largest delivery fleet with flexibility to get the product to you when you need it
- Same-day delivery from all of our locations
- Pump & sewer specialists
- Extensive inventory
- Procurement Hardware/Tool Division for one-stop shopping
- Easy ordering: internet, PDA, & EDI
- Designer showroom with computerized design capabilities
- Water heater removal from your site
- Reliable delivery service
- HVAC division with layout, design, & computerized parts capabilities
- Free water analysis
- Radiant heat specialists
- Boiler specialists
- Steam heat specialists
- Water systems division specializing in treatment systems, well supplies, & well pumps
- Competitive pricing
- Custom commercial "UL" electric water heaters (same-day assembly at Northeastern)
- Daily inter-branch distribution system
- Full range of residential & commercial supplies
- 24-Hour Emergency Service (1-877-NE-24-HOUR) from all of our locations
- Extended counter hours
- Convenient locations
- Self-storage warehouses
- Remodeling products
- Commercial division with commercial bidding, job management, & professional submittals
- State-of-the-art customer information systems
- Customer training seminars
- Over 50 years of continuous service
- Dedicated employees
- Builder model home programs



NORTHEASTERN SUPPLY
PLUMBING • HVAC • WATER SYSTEMS • HARDWARE • LIGHTING

CUSTOMER DRIVEN

We work harder, doing whatever it takes, to be our customers' preferred supplier.

Front.

Inside. Five divisions, vendor lists with preferred vendors in bold, specialist contacts, a services panel and the date in the margin.

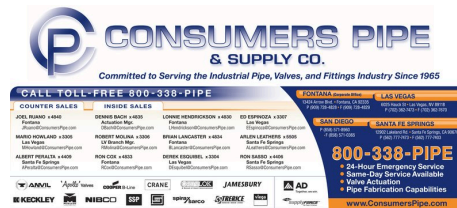
Hundreds of product and vendor lines in small type on a two-sided sheet. Every name has to be spelled right and sit in the right division, and the type has to hold at press size.

Calendars

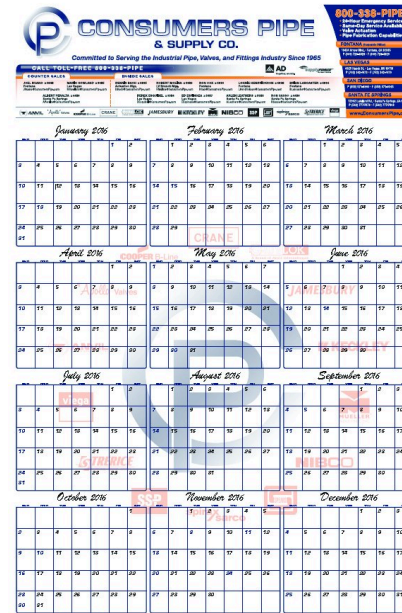
PACE Supply, Consumers Pipe and Supply, Hercules Industries. Three Marketiers, Hagerstown MD.



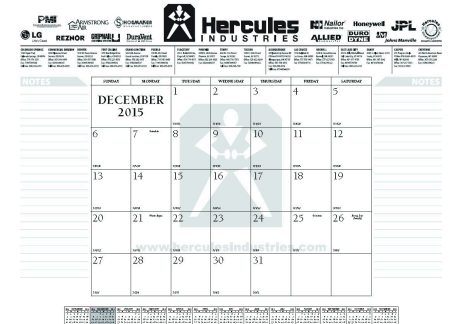
PACE Supply wall calendar, October 2015.



Consumers Pipe wall calendar, 2015.



Consumers Pipe year at a glance, 2016 grid.



Hercules Industries desk pad, December 2015.



Consumers Pipe 2027 calendar, 2026. Current work.

Wall, desk pad and year at a glance. Day numbers, day-of-year counts, moon phases, holidays and twelve mini months, all checked before release. One wrong date spoils the run.

How I prepare files for press

In InDesign, before export.

- 1. Read the printer's spec first.** Trim, bleed, PDF standard, color space, resolution, ink limit. Set the document to it: page size, 0.125 in bleed or as specified, slug for job information.
- 2. Links panel.** No missing or modified links. Effective resolution 300 ppi for photos, higher for line art. Color space and profile match the spec, no stray RGB unless the printer wants it.
- 3. Fonts.** All fonts active, none missing or substituted, no faux bold or italic. Find Font to confirm.
- 4. Preflight panel, custom profile for the printer.** Bleed and slug, image resolution, color spaces, overprint, hairlines, small text, overset text. Zero errors before export.
- 5. Separations preview.** Total ink against the printer's limit. Rich black built to the printer's recipe for large areas; small type and hairlines 100 K only; black type set to overprint; no unexpected spot colors.
- 6. Package.** Fonts, links, IDML and a report, so the job can be opened anywhere.

How I prepare files for press

Export, check in Acrobat, proof, release.

7. **Export to the printer's standard.** PDF/X-1a or PDF/X-4 as specified, marks and bleed as asked, output intent set.
8. **Acrobat Output Preview.** Separations, total area coverage at the printer's limit, overprint simulation, object inspector for anything odd.
9. **Acrobat Preflight.** Run the PDF/X verification profile. Fix in the native file, not the PDF, unless the printer asks for a quick fix.
10. **Proof before release.** Print or soft-proof, read it against the final copy, check folds and page order. Keep the preflight report with the job.