

## Design Services

Design & production services are provided by the award-winning Design Services Department at **Certified Folder Display Service, Inc.** Most rack cards and brochures are designed with basic headlines, photos and copy. If you have a special request contact the **Certified Design Services Department** for an estimate. Special requests include services like drop shadows, photo manipulation and other out of the ordinary requests. The department also provides design & production services for catalogs, brochures of all sizes, logo & corporate identity, business card & letterhead, advertisements and anything else you might need.

Contact Certified's Design Services Department for any questions or estimates.

**1-800-799-7373**

### Rack Cards

#### 4 Color Rack Card:

|         |                     |
|---------|---------------------|
| 1 Side  | \$350 <sup>00</sup> |
| 2 Sides | \$425 <sup>00</sup> |

#### 2 Color Rack Card:

|         |                     |
|---------|---------------------|
| 1 Side  | \$275 <sup>00</sup> |
| 2 Sides | \$325 <sup>00</sup> |

#### 1 Color Rack Card:

|         |                     |
|---------|---------------------|
| 1 Side  | \$225 <sup>00</sup> |
| 2 Sides | \$275 <sup>00</sup> |

### Brochures

|         |                     |
|---------|---------------------|
| 2 Panel | \$575 <sup>00</sup> |
| 3 Panel | \$725 <sup>00</sup> |
| 4 Panel | \$875 <sup>00</sup> |

### Additional Services:

|                    |  |
|--------------------|--|
| Color Image Scans  | \$50 <sup>00</sup> each                    |
| Hourly Design Rate | \$70 <sup>00</sup> /hr<br>(1/2 hr minimum) |



(760) 727-5100 (800) 799-7373 Fax: (760) 727-9783

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## General Information

### Paper Stock:

All rack cards & brochures are trimmed or folded to 4" x 9". Rack cards are printed on a durable 10 pt. cover paper stock. All brochures are printed on a white gloss book paper stock. 2 panel brochures are printed on a 100# and 3 & 4 panel brochures are printed on 80# paper stock.

### Coatings:

At no additional cost, all rack cards will have a high-gloss, UV coating and all multi-panel brochures will have a gloss aqueous coating to further enhance their effectiveness.

### Terminology:

**4-Color Process:** Most 4-color printing is done with 4 inks: Cyan, Magenta, Yellow & Black. The various dot combinations & screens of these inks produce the full spectrum of color.

**PMS or Spot Color:** Pantone Matching System. Pantone inks are premixed inks available in almost any color.

## Terms & Conditions

50% of the purchase price is due when order is received by Precision Litho. Balance of payment is due when proof is returned to Precision Litho. A form will be enclosed with proof stating balance of payment due. Customer alterations will be invoiced after final proof, but must be paid prior to final delivery.

**Allow approximately 7-10 working days from blueline approval for shipment. Your delivery date will be issued when proof is returned.**

**Delivery:** No job will be shipped until the entire invoice has been paid. All product is F.O.B. Vista, CA. Product will be shipped freight collect to your location.



**PRECISION LITHO**

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# BROCHURE & RACK CARD PRINTING

Specializing in Rack Cards &  
Brochures for Tourist Rack Displays

Effective July 17, 2003



**PRECISION LITHO**

**1-800-755-4846**

**Ask for our Rack Card Specialist**

**> 4 Color Rack Card – Includes UV Coating**

*Includes file preparation and proofs*



**Print:** 4-color 1 side - black ink 1 side.

|                |                       |
|----------------|-----------------------|
| ★ 12,500 ..... | \$1,495 <sup>00</sup> |
| 25,000 .....   | \$1,690 <sup>00</sup> |
| ★ 37,500 ..... | \$1,980 <sup>00</sup> |
| 50,000 .....   | \$2,255 <sup>00</sup> |
| 75,000 .....   | \$2,820 <sup>00</sup> |
| 100,000 .....  | \$3,385 <sup>00</sup> |
| 125,000 .....  | \$3,945 <sup>00</sup> |
| 150,000 .....  | \$4,510 <sup>00</sup> |
| 200,000 .....  | \$5,640 <sup>00</sup> |

**> 2 Color Rack Card – Includes UV Coating**

*Includes file preparation and proofs*



**Print 1 side:** 2 process colors 1 side.

|                |                       |
|----------------|-----------------------|
| ★ 12,500 ..... | \$750 <sup>00</sup>   |
| 25,000 .....   | \$820 <sup>00</sup>   |
| ★ 37,500 ..... | \$1,250 <sup>00</sup> |
| 50,000 .....   | \$1,410 <sup>00</sup> |
| 75,000 .....   | \$1,975 <sup>00</sup> |
| 100,000 .....  | \$2,535 <sup>00</sup> |

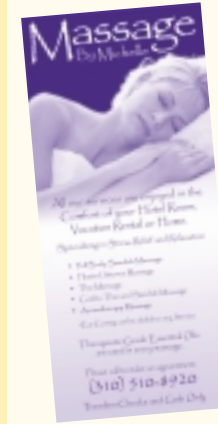
**Print 2 sides:** 2 process colors 1 side and black ink on the back.

|                |                       |
|----------------|-----------------------|
| ★ 12,500 ..... | \$800 <sup>00</sup>   |
| 25,000 .....   | \$870 <sup>00</sup>   |
| ★ 37,500 ..... | \$1,380 <sup>00</sup> |
| 50,000 .....   | \$1,540 <sup>00</sup> |
| 75,000 .....   | \$2,195 <sup>00</sup> |
| 100,000 .....  | \$2,870 <sup>00</sup> |

*Sample w/PMS option.  
(PMS ink color add \$30<sup>00</sup>)*

**> 1 Color Rack Card – Includes UV Coating**

*Includes file preparation and proofs*



**Print 1 side:** 1 process color 1 side.

|                |                       |
|----------------|-----------------------|
| ★ 12,500 ..... | \$575 <sup>00</sup>   |
| 25,000 .....   | \$665 <sup>00</sup>   |
| ★ 37,500 ..... | \$950 <sup>00</sup>   |
| 50,000 .....   | \$1,195 <sup>00</sup> |
| 75,000 .....   | \$1,715 <sup>00</sup> |
| 100,000 .....  | \$2,255 <sup>00</sup> |

**Print 2 sides:** 1 process color 1 side and black ink on the back.

|                |                       |
|----------------|-----------------------|
| ★ 12,500 ..... | \$680 <sup>00</sup>   |
| 25,000 .....   | \$770 <sup>00</sup>   |
| ★ 37,500 ..... | \$1,090 <sup>00</sup> |
| 50,000 .....   | \$1,255 <sup>00</sup> |
| 75,000 .....   | \$1,795 <sup>00</sup> |
| 100,000 .....  | \$2,360 <sup>00</sup> |

*Sample w/PMS option.  
(PMS ink color add \$30<sup>00</sup>)*

**> 2 Panel Brochure – Includes Gloss Aqueous Coating**

*Includes file preparation and proofs*

**Print:** 4-color process. 8" x 9" folds to 4" x 9" on 100# C2S.

|              |                       |               |                       |
|--------------|-----------------------|---------------|-----------------------|
| 25,000 ..... | \$2,450 <sup>00</sup> | 100,000 ..... | \$4,470 <sup>00</sup> |
| 50,000 ..... | \$3,125 <sup>00</sup> | 200,000 ..... | \$7,165 <sup>00</sup> |
| 75,000 ..... | \$3,795 <sup>00</sup> |               |                       |

**> 3 Panel Brochure – Includes Gloss Aqueous Coating**

*Includes file preparation and proofs*

**Print:** 4-color process. 12" x 9" folds to 4" x 9" on 80# C2S.

|              |                       |               |                       |
|--------------|-----------------------|---------------|-----------------------|
| 25,000 ..... | \$2,220 <sup>00</sup> | 100,000 ..... | \$4,850 <sup>00</sup> |
| 50,000 ..... | \$3,140 <sup>00</sup> | 200,000 ..... | \$8,270 <sup>00</sup> |
| 75,000 ..... | \$4,000 <sup>00</sup> |               |                       |

**> 4 Panel Brochure – Includes Gloss Aqueous Coating**

*Includes file preparation and proofs*

**Print:** 4-color process. 16" x 9" folds to 4" x 9" on 80# C2S.

|              |                       |               |                        |
|--------------|-----------------------|---------------|------------------------|
| 25,000 ..... | \$2,755 <sup>00</sup> | 100,000 ..... | \$6,720 <sup>00</sup>  |
| 50,000 ..... | \$4,110 <sup>00</sup> | 200,000 ..... | \$11,940 <sup>00</sup> |
| 75,000 ..... | \$5,360 <sup>00</sup> |               |                        |

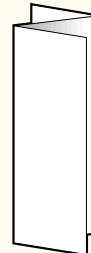
**Brochure Folds Available**

**Regular**



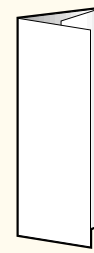
2 Panel

**Z**



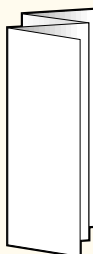
3 Panel

**Roll**



3 Panel

**Accordion**



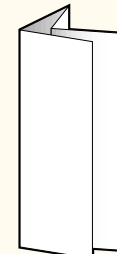
4 Panel

**Double Gate**



4 Panel

**Parallel**



4 Panel

**Special Savings**

**Repeat Customers Only!**

(Print Cost)

- 0-\$1,999<sup>00</sup> = **\$50<sup>00</sup> Discount**
- \$2,000<sup>00</sup>-\$3,999<sup>00</sup> = **\$75<sup>00</sup> Discount**
- \$4,000<sup>00</sup> & over = **\$100<sup>00</sup> Discount**



\*12,500 and \*37,500 are irregular print quantities. The delivery schedule for these quantities may be delayed. Please ask the Precision Litho Rack Card Specialist for further information.

**We Accept the Following Credit Cards:**

