



- Build Your Business With
- Digital Color Printing
  - 1:1 Marketing
  - Static & Variable Printing

Phone: 920.685.5662

Fax: 800.541.5967

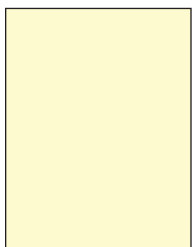
E-mail: sales@printco.com

www.printco.com

**Sell Sheets • Brochures**

Prices based on ready to print electronic file being supplied. Design services available.

**SELL SHEETS**



STANDARD SIZE:

- 8½" x 11"
- Portrait or landscape layout

BLEEDS: No additional charge

STOCK OPTIONS: (See Page 7) Use prices shown below for 80# matte text.

Prices below do not include folding - See page 8 for folding charges.

See Page 8 for PMS colors - Prices below reflect process colors only.

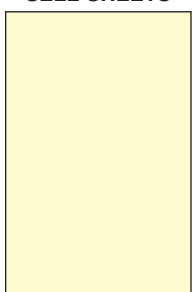
ADDITIONAL BINDERY OPTIONS AVAILABLE: Folding, Scoring, Drilling, Tabbing, and Laminating



Dealer list/lot prices

	PRODUCT	DESCRIPTION	STOCK	100	250	500	1,000	2,000	2,500	5,000	10,000
DIGITAL	CSS2044-1	Sell Sheet (4/4) Digital	80# Gloss Text	170	263	464	627	875	1070	1902	3675
	CSS2042-1	Sell Sheet (4/2) Digital	80# Gloss Text	166	246	414	561	719	877	1536	2942
	CSS2041-1	Sell Sheet (4/1) Digital	80# Gloss Text	162	229	364	495	642	780	1354	2575
	CSS2040-1	Sell Sheet (4/0) Digital	80# Gloss Text	159	213	315	431	565	682	1170	2209
OFFSET	CSS2044-F	Sell Sheet (4/4) Offset	80# Gloss Text	<b>OFFSET STATIC PRINTING ONLY</b>					980	1156	1558
	CSS2042-F	Sell Sheet (4/2) Offset	80# Gloss Text						950	1127	1529
	CSS2041-F	Sell Sheet (4/1) Offset	80# Gloss Text						921	1097	1499
	CSS2040-F	Sell Sheet (4/0) Offset	80# Gloss Text						694	840	1174

**SELL SHEETS**



STANDARD SIZE:

- 8½" x 14"
- Portrait or landscape layout

BLEEDS: No additional charge

STOCK OPTIONS: (See Page 7) Use prices shown below for 80# matte text.

Prices below do not include folding - See page 8 for folding charges.

See Page 8 for PMS colors - Prices below reflect process colors only.

ADDITIONAL BINDERY OPTIONS AVAILABLE: Folding, Scoring, Drilling, Tabbing, and Laminating



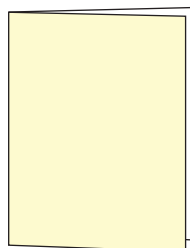
Dealer list/lot prices

	PRODUCT	DESCRIPTION	STOCK	100	250	500	1,000	2,000	2,500	5,000	10,000
DIGITAL	CSS2344-1	Sell Sheet (4/4) Digital	80# Gloss Text	223	379	638	1153	1975	2445	4504	8904
	CSS2342-1	Sell Sheet (4/2) Digital	80# Gloss Text	183	320	442	763	1274	1569	2849	5595
	CSS2341-1	Sell Sheet (4/1) Digital	80# Gloss Text	173	259	398	676	1118	1375	2482	4862
	CSS2340-1	Sell Sheet (4/0) Digital	80# Gloss Text	164	237	355	590	963	1180	2116	4130
OFFSET	CSS2344-F	Sell Sheet (4/4) Offset	80# Gloss Text	<b>OFFSET STATIC PRINTING ONLY</b>					1146	1531	2250
	CSS2342-F	Sell Sheet (4/2) Offset	80# Gloss Text						1117	1502	2221
	CSS2341-F	Sell Sheet (4/1) Offset	80# Gloss Text						1087	1473	2191
	CSS2340-F	Sell Sheet (4/0) Offset	80# Gloss Text						831	1147	1697



**HALF-FOLD BROCHURES & NEWSLETTERS**

Prices based on ready to print electronic file being supplied. Design services available.



**STANDARD SIZES:**

- 11" x 17" Overall
- 8½" x 11" Folded Size

(Prices include half folding)

**BLEEDS:** No additional charge

**STOCK OPTIONS:** (See Page 7) Use prices shown below for 80# matte text.

See Page 8 for PMS colors - Prices below reflect process colors only.

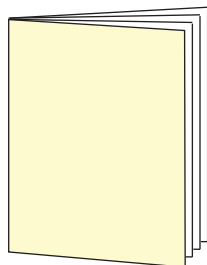


**ADDITIONAL BINDERY OPTIONS AVAILABLE:** Folding, Scoring, Drilling, Tabbing, and Laminating

Dealer list/lot prices

	PRODUCT	DESCRIPTION	STOCK	100	250	500	1,000	2,000	2,500	5,000	10,000	
DIGITAL	CSS2844-1	Half-fold Brochure (4/4) Digital	80# Gloss Text	231	366	708	999	1667	2057	3721	7255	
	CSS2842-1	Half-fold Brochure (4/2) Digital	80# Gloss Text	212	361	558	826	1357	1668	2989	5790	
	CSS2841-1	Half-fold Brochure (4/1) Digital	80# Gloss Text	203	300	450	739	1201	1475	2622	5056	
	CSS2840-1	Half-fold Brochure (4/0) Digital	80# Gloss Text	194	277	406	652	1045	1280	2255	4323	
OFFSET	CSS2844-F	Half-fold Brochure (4/4) Offset	80# Gloss Text	<b>OFFSET STATIC PRINTING ONLY</b>					1178	1571	2309	
	CSS2842-F	Half-fold Brochure (4/2) Offset	80# Gloss Text						1148	1541	2279	
	CSS2841-F	Half-fold Brochure (4/1) Offset	80# Gloss Text						1119	1512	2250	
	CSS2840-F	Half-fold Brochure (4/0) Offset	80# Gloss Text						862	1186	1756	

**MULTI-PAGE BOOKLETS (Finished Size 8½" x 11")**



**STANDARD SIZES:**

- 11" x 17" Overall
- 8½" x 11" Folded Size

(Prices include folding, collating & stitching)

**BLEEDS:** No additional charge

**STOCK OPTIONS:** (See Page 7) Use prices shown below for 80# matte text. Call for pricing on 20 page & 24 page booklets.

See Page 8 for PMS colors - Prices below reflect process colors only.



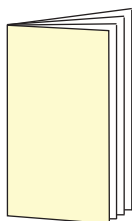
**(Finished Size 8½" x 11")**

**ADDITIONAL BINDERY OPTIONS AVAILABLE:** Folding, Scoring, Drilling, Tabbing, Wire Binding, Comb Binding and Laminating

Dealer list/lot prices

	PRODUCT	DESCRIPTION	STOCK	100	250	500	1,000	2,000	2,500	5,000	10,000	
DIGITAL	C8BKL44-1	8-Page Booklet (4/4) Digital	80# Gloss Text	460	810	1298	1876	3210	3975	7300	14329	
	C12BKL44-1	12-Page Booklet (4/4) Digital	80# Gloss Text	674	1198	1948	2757	4760	5909	10900	21443	
	C16BKL44-1	16-Page Booklet (4/4) Digital	80# Gloss Text	988	1733	2794	3664	6340	7873	14527	28582	
OFFSET	C8BKL44-F	8-Page Booklet (4/4) Offset	80# Gloss Text	<b>OFFSET STATIC PRINTING ONLY</b>					2061	2222	2999	4448
	C12BKL44-F	12-Page Booklet (4/4) Offset	80# Gloss Text						3034	3275	4442	6616
	C16BKL44-F	16-Page Booklet (4/4) Offset	80# Gloss Text						4026	4348	5902	8800

**MULTI-PAGE BOOKLETS (Finished Size 5½" x 8½")**



**STANDARD SIZES:**

- 8½" x 11" Overall
- 5½" x 8½" Folded Size

(Prices include folding, collating, & stitching)

**BLEEDS:** No additional charge

**STOCK OPTIONS:** (See Page 7) Use prices shown below for 80# matte text. Call for pricing on 20 page & 24 page booklets.

See Page 8 for PMS colors - Prices below reflect process colors only.



**(Finished Size 5½" x 8½")**

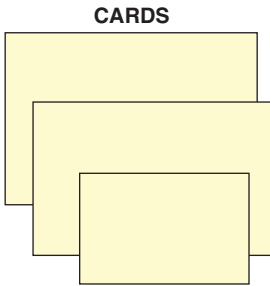
**ADDITIONAL BINDERY OPTIONS AVAILABLE:** Folding, Scoring, Drilling, Tabbing, Wire Binding, Comb Binding and Laminating

Dealer list/lot prices

	PRODUCT	DESCRIPTION	STOCK	100	250	500	1,000	2,000	2,500	5,000	10,000	
DIGITAL	C8BKS44-1	8-Page Booklet (4/4) Digital	80# Gloss Text	322	567	909	1183	1849	2278	4108	7914	
	C12BKS44-1	12-Page Booklet (4/4) Digital	80# Gloss Text	471	838	1364	1835	2713	3353	6097	11916	
	C16BKS44-1	16-Page Booklet (4/4) Digital	80# Gloss Text	622	1098	1773	2294	3619	4475	8141	15924	
OFFSET	C8BKS44-F	8-Page Booklet (4/4) Offset	80# Gloss Text	<b>OFFSET STATIC PRINTING ONLY</b>					1766	1890	2245	3058
	C12BKS44-F	12-Page Booklet (4/4) Offset	80# Gloss Text						2588	2770	3302	4507
	C16BKS44-F	16-Page Booklet (4/4) Offset	80# Gloss Text						3437	3682	4395	6020



Prices based on ready to print electronic file being supplied. Design services available.



CARDS

STANDARD SIZES:

- 8½" x 5½"
- 7" x 5"
- 6" x 4"
- 3½" x 5½"



\*Use 8½" x 5½" prices for 7" x 5" and 6" x 4" size. Call for prices on additional trim sizes.

BLEEDS: No additional charge

STOCK OPTIONS: (See Page 7)

See Page 8 for PMS colors - Prices below reflect process colors only.

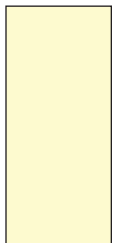
Dealer list/lot prices

	PRODUCT	DESCRIPTION	STOCK	Quantity							
				100	250	500	1,000	2,000	2,500	5,000	
DIGITAL	CPCS44-1	3½" x 5½" Postcard (4/4)	100# Gloss Cover	131	176	213	260	340	380	601	1095
	CPCS42-1	3½" x 5½" Postcard (4/2)	100# Gloss Cover	123	162	194	251	335	365	556	932
	CPCS41-1	3½" x 5½" Postcard (4/1)	100# Gloss Cover	122	138	175	242	330	350	532	850
	CPCS40-1	3½" x 5½" Postcard (4/0)	100# Gloss Cover	121	135	166	230	314	333	505	769
	CPCL44-1	8½" x 5½" * Postcard (4/4)	100# Gloss Cover	204	258	316	423	660	803	1405	2706
	CPCL42-1	8½" x 5½" * Postcard (4/2)	100# Gloss Cover	168	215	268	362	486	585	992	1879
	CPCL41-1	8½" x 5½" * Postcard (4/1)	100# Gloss Cover	133	172	219	304	446	536	901	1695
	CPCL40-1	8½" x 5½" * Postcard (4/0)	100# Gloss Cover	130	163	208	287	407	487	809	1512
OFFSET	CPCS44-F	3½" x 5½" Postcard (4/4)	100# Gloss Cover	← <b>OFFSET STATIC PRINTING ONLY</b> →					375	583	1040
	CPCS42-F	3½" x 5½" Postcard (4/2)	100# Gloss Cover						360	540	886
	CPCS41-F	3½" x 5½" Postcard (4/1)	100# Gloss Cover						345	516	808
	CPCS40-F	3½" x 5½" Postcard (4/0)	100# Gloss Cover						328	490	654
	CPCL44-F	8½" x 5½" * Postcard (4/4)	100# Gloss Cover						791	1363	1521
	CPCL42-F	8½" x 5½" * Postcard (4/2)	100# Gloss Cover						576	963	1489
	CPCL41-F	8½" x 5½" * Postcard (4/1)	100# Gloss Cover						528	874	1458
	CPCL40-F	8½" x 5½" * Postcard (4/0)	100# Gloss Cover						480	785	1185
Additional charge for PRINT-N-MAIL				N/A	120	135	175	245	270	425	575

Mailing prices based on presort standard and include: Import of list, CASS certification, address application, sort, tray, and delivery to local post office. Does not include postage.

Contact factory for prices on variable text and graphics.

RACK/BIO CARDS



STANDARD SIZE:

- 4" x 9" Call for prices on additional trim sizes.

BLEEDS: No additional charge

STOCK OPTIONS: (See Page 7)

See Page 8 for PMS colors - Prices below reflect process colors only.



Dealer list/lot prices

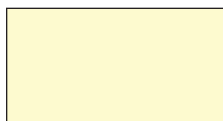
	PRODUCT	DESCRIPTION	STOCK	Quantity							
				100	250	500	1,000	2,000	2,500	5,000	
DIGITAL	CRC44-1	Rack Card (4/4) Digital	100# Gloss Cover	204	258	316	423	660	803	1405	2706
	CRC42-1	Rack Card (4/2) Digital	100# Gloss Cover	168	215	268	362	486	585	992	1879
	CRC41-1	Rack Card (4/1) Digital	100# Gloss Cover	133	172	219	304	446	536	901	1695
	CRC40-1	Rack Card (4/0) Digital	100# Gloss Cover	130	163	208	287	407	487	809	1512
OFFSET	CRC44-F	Rack Card (4/4) Offset	100# Gloss Cover	← <b>OFFSET STATIC PRINTING ONLY</b> →					791	1363	1521
	CRC42-F	Rack Card (4/2) Offset	100# Gloss Cover						576	963	1489
	CRC41-F	Rack Card (4/1) Offset	100# Gloss Cover						528	874	1458
	CRC40-F	Rack Card (4/0) Offset	100# Gloss Cover						480	785	1185

Call for pricing on additional trim sizes.



Prices based on ready to print electronic file being supplied. Design services available.

**TRADITIONAL BUSINESS CARDS**



STANDARD SIZE:  
- 3½" x 2"  
BLEEDS: No additional charge  
STOCK OPTIONS: (See Page 7)  
See Page 8 for PMS colors - Prices below reflect process colors only.

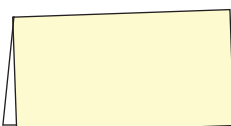


Dealer list/lot prices

DIGITAL ONLY	PRODUCT	DESCRIPTION	STOCK	100	250	500	1,000	2,000	2,500	5,000	10,000
	CBC44-1	Business Card (4/4)	100# Gloss Cover	94	101	112	132	177	200	297	498
CBC42-1	Business Card (4/2)	100# Gloss Cover	93	100	110	126	166	186	269	442	
CBC41-1	Business Card (4/1)	100# Gloss Cover	89	95	103	117	152	171	244	395	
CBC40-1	Business Card (4/0)	100# Gloss Cover	84	90	97	108	140	155	218	349	

Prices shown are for process colors only - Call for prices on PMS colors.

**FOLD-OVER BUSINESS CARDS**



STANDARD SIZES:  
- 3½" x 4" Overall  
- 3½" x 2" Folded  
BLEEDS: No additional charge  
STOCK OPTIONS: (See Page 7)  
See Page 8 for PMS colors - Prices below reflect process colors only.



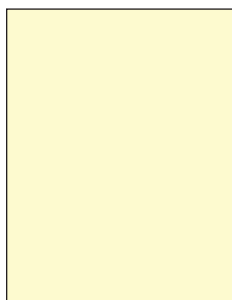
*These unique cards are scored and shipped flat.*

Dealer list/lot prices

DIGITAL ONLY	PRODUCT	DESCRIPTION	STOCK	100	250	500	1,000	2,000	2,500	5,000	10,000
	CBCF44-1	Fold Over Business Card (4/4)	80# Gloss Cover	124	133	157	201	299	348	562	1000
CBCF42-1	Fold Over Business Card (4/2)	80# Gloss Cover	114	129	145	176	249	286	437	750	
CBCF41-1	Fold Over Business Card (4/1)	80# Gloss Cover	113	126	142	170	238	272	410	695	

Prices shown are for process colors only - Call for prices on PMS colors.

**LETTERHEADS**



STANDARD SIZE:  
- 8½" x 11"  
BLEEDS: No additional charge  
STOCK OPTIONS: (Call for prices)  
Many additional brands and finishes available.  
*Letterheads are printed on uncoated stationery paper. Photographs will reproduce differently on these stocks than on a glossy coated text.*  
See Page 8 for PMS colors - Prices below reflect process colors only.

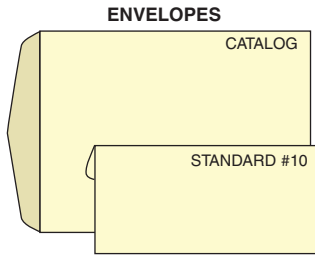


Dealer list/lot prices

OFFSET ONLY	PRODUCT	DESCRIPTION	STOCK	1,000	2,500	5,000	10,000
	CLH40-R	Letterhead (4/0) Offset	25% Rag White	392	620	964	1639
CLH40-B	Letterhead (4/0) Offset	24# White Bond	288	400	560	871	
CLH40-LN	Letterhead (4/0) Offset	24# White Linen	330	488	722	1179	



Prices based on ready to print electronic file being supplied. Design services available.



**STANDARD SIZES:**  
 - #10: 9½" x 4⅞"  
 - 9" x 12" Catalog (Call for booklet style prices)  
 - 10" x 13" Catalog (Call for booklet style prices)



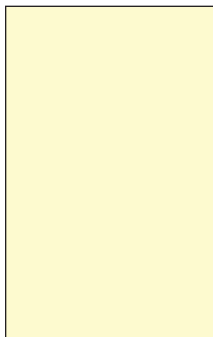
**BLEEDS:** No bleeds allowed on envelopes (¼" clear space required on all sides of #10. The 9" x 12" and 10" x 13" require ½" of clear space on top & sides and 1" clear space on bottom.)

**STOCK OPTIONS:** (Call for additional stock options)  
 See Page 8 for PMS colors - Prices below reflect process colors only.  
 Call for prices on other sizes and styles.

Dealer list/lot prices

OFFSET ONLY	PRODUCT	SIZE	DESCRIPTION	STYLE	STOCK	1,000	2,500	5,000	10,000
	CENV1040-F	#10	Standard Envelope (4/0) Offset	Regular	24# White Wove	711	762	1036	1345
	CENV91240-F	9 x 12	Standard Envelope (4/0) Offset	Catalog	28# White Wove	831	1164	1536	2139
	CENV101340-F	10 x 13	Standard Envelope (4/0) Offset	Catalog	28# White Wove	911	1377	1821	2468

**POSTERS**



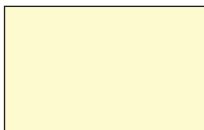
**STANDARD SIZE:**  
 - 11" x 17"  
**BLEEDS:** No additional charge  
**STOCK OPTIONS:** (See Page 7) Use prices shown below for 80# matte text.  
 See Page 8 for PMS colors - Prices below reflect process colors only.



Dealer list/lot prices

DIGITAL	PRODUCT	DESCRIPTION	STOCK	50	100	250	500	1,000	2,000	2,500
	CPST40-1	Poster (4/0) Digital	80# Gloss Text	152	179	262	391	634	1011	1240
	CPST44-1	Poster (4/4) Digital	80# Gloss Text	184	216	351	693	981	1633	2017

**LABELS**



**STANDARD SIZE:**  
 - Up to 3½" x 4"  
**BLEEDS:** No additional charge  
**STOCK OPTIONS:** (Call for additional stock options)  
 All Prices 4/0  
 Please specify normal or reverse image on clear or frosted labels.  
 \* We suggest that static cling labels not be larger than 3" x 3"



Dealer list/lot prices

DIGITAL ONLY	PRODUCT	DESCRIPTION	STOCK	COLOR	100	250	500	1,000	2,000	2,500	5,000	10,000
	CPL40-CV	Window Cling Vinyl*	6 mil.	Clear or White	190	238	325	460	725	757	1298	2345
	CPL40-FV	Flexible Vinyl	4 mil.	White	187	231	309	443	692	716	1233	2226
	CPL40-RV	Repositionable Vinyl	4 mil.	Frosty or White	194	241	332	470	742	839	1329	2400
	CPL40-FS	Offset Satin	60#	White	167	198	255	350	529	573	965	1718





Prices based on ready to print electronic file being supplied. Design services available.



Are you tired of standard calendars with your name imprinted at the bottom? Our personalized calendars will be customized to include your personal pictures. Make your next calendar special - great for businesses, clubs, families and more. One of our 5 styles will meet your customers' needs. You supply the digital photographs, and we will do the rest.

**LARGE WALL CALENDAR**



PAPER: 100# Text Gloss or Matte  
 STANDARD SIZE:  
 - Closed 11" x 8 1/2" - Open 11" x 17"  
 SHEETS: 14 (12 sheets printed 2 sides  
 2 sheets printed 1 side)  
 Minimum number of pictures required-14  
 Plastic comb colors: white, black, green

**MINI WALL CALENDAR**



PAPER: 100# Text Gloss or Matte  
 STANDARD SIZE:  
 - 8 1/2" x 11" portrait  
 SHEETS: 6 (Printed 2 sides 4/4)  
 Minimum number of pictures required-12  
 Plastic comb colors: white, black, green

**SINGLE PAGE WALL CALENDAR**



PAPER: 80# Cover Gloss or Matte  
 STANDARD SIZE:  
 - 11" x 8 1/2" landscape  
 SHEETS: 1 (Printed 1 side 4/0)  
 Minimum number of pictures required-1

**CD CALENDAR**



PAPER: 100# Text Gloss or Matte  
 STANDARD SIZE:  
 - 4 1/8" x 5 1/8"  
 SHEETS: 12 (Printed 1 sides 4/0)  
 Minimum number of pictures required-12  
 Includes clear CD case

**DESK CALENDAR**



PAPER: 100# Text Gloss or Matte  
 STANDARD SIZE:  
 - 8 1/2" x 3 5/8"  
 SHEETS: 12 (Printed 1 side 4/0)  
 Minimum number of pictures required-12  
 Plastic comb colors: white, black, green  
 Includes back support - unprinted

See page 7 for stock options on calendars.  
 See page 8 for PMS colors - Prices below reflect process colors only.  
 The large wall calendar, mini wall calendar and single page wall calendar may have 1 or 4 pictures per page.  
 When supplying digital photos, indicate which month they are associated with.

Priced per calendar

		PRODUCT	DESCRIPTION	10	25	50	100	200	300	500	1000	2000	5000
DIGITAL ONLY	CAL-WL	Large Wall Calendar		19.60	12.95	11.00	9.75	8.90	8.05	6.20	6.00	5.40	3.60
	CAL-WS	Mini Wall Calendar		14.30	8.95	6.80	5.55	4.75	4.45	4.10	3.60	3.40	3.00
	CAL-W1	1 Page Wall Calendar		8.90	4.25	2.40	2.05	1.25	1.05	.80	.60	.45	.35
	CAL-CD	CD Calendar		15.20	8.25	5.80	4.55	3.65	3.35	3.10	2.85	2.80	2.70
	CAL-DSK	Desk Calendar		14.80	7.95	5.40	4.05	3.05	2.75	2.30	2.05	1.90	1.70

Variable printing available on calendars. We can make your personalized calendars even more personal by printing the recipients name on each calendar. Simply provide a database with names (person, company or both). Each recipient will receive a calendar with their name. Call for additional charges.





STOCK UP-CHARGES FOR COLOR PRINTING

	Prices Per Hundred														Prices Per Calendar				
	8½" x 11" Sell Sheet	8½" x 14" Sell Sheet	11" x 17" Sell Sheet	Booklet 8½" x 11" 8 page	Booklet 8½" x 11" 12 page	Booklet 8½" x 11" 16 page	Booklet 5½" x 8½" 8 page	Booklet 5½" x 8½" 12 page	Booklet 5½" x 8½" 16 page	Post Cards Small	Post Cards Large/Rack	Business Card - Reg.	Business Cards - Fold-over	Posters	Wall Calendar Large	Wall Calendar Mini	CD Calendar	Desk Calendar	Single Page Wall Calendar
100# Text Gloss or Matte	1.90	3.80	3.80	7.60	11.40	15.20	3.80	5.70	7.60	N/A	N/A	N/A	N/A	3.80	Std.	Std.	Std.	Std.	-.10
80# Cover Gloss or Matte	6.50	13.00	13.00	26.00	39.00	52.00	13.00	19.50	26.00	-.80	-1.70	-.30	Std.	13.00	.70	.30	.20	.20	Std.
100# Cover Gloss or Matte	9.90	19.70	19.70	39.40	59.10	78.80	19.80	29.70	39.60	Std.	Std.	Std.	.60	19.70	1.20	.50	.40	.40	.10
80# Text Uncoated	7.40	14.70	14.70	29.40	44.10	58.80	14.80	22.20	29.60	N/A	N/A	N/A	N/A	14.70	.80	.40	.30	.30	.10
100# Text Uncoated	10.90	21.70	21.70	43.40	65.10	86.80	21.80	32.70	43.60	N/A	N/A	N/A	N/A	21.70	1.30	.60	.40	.40	.10
80# Cover Uncoated	19.90	39.80	39.80	79.60	119.40	159.20	39.80	59.70	79.60	2.30	5.10	.90	2.30	39.80	2.60	1.10	.80	.80	.30
100# Cover Uncoated	26.20	52.30	52.30	104.60	156.90	209.20	52.40	78.60	104.80	3.70	8.20	1.40	3.30	52.30	3.40	1.50	1.00	1.00	.40
8 pt. C1S	5.60	11.10	11.10	22.20	33.30	44.40	11.20	16.80	22.40	-1.00	-2.20	-.40	-.20	11.10	.60	.30	.20	.20	.10
10 pt. C1S	7.30	14.50	14.50	29.00	43.50	58.00	14.60	21.90	29.20	-.60	-1.40	-.30	.20	14.50	.80	.40	.30	.30	.10
12 pt. C1S	9.50	19.00	19.00	38.00	57.00	76.00	19.00	28.50	38.00	-.10	-.20	-.10	.60	19.00	1.10	.50	.40	.40	.10
8 pt. C2S	7.90	15.80	15.80	31.60	47.40	63.20	15.80	23.70	31.60	-.50	-1.00	-.20	.20	15.80	.90	.40	.30	.30	.10
10 pt. C2S	10.70	21.30	21.30	42.60	63.90	85.20	21.40	32.10	42.80	.20	.40	.10	.40	21.30	1.30	.60	.40	.40	.10
12 pt. C2S	12.20	24.40	24.40	48.80	73.20	97.60	24.40	36.60	48.80	.60	1.20	.20	.50	24.40	1.50	.70	.50	.50	.20
10 pt. C1S Kromekote	30.60	61.10	61.10	122.20	183.30	244.40	61.20	91.80	122.40	4.70	10.40	1.80	2.10	61.10	4.10	1.80	1.20	1.20	.50
12 pt. C1S Kromekote	35.50	71.00	71.00	142.00	213.00	284.00	71.00	106.50	142.00	5.70	12.90	2.20	2.50	71.00	4.80	2.10	1.40	1.40	.60
10 pt. C2S Kromekote	41.90	83.80	83.80	167.60	251.40	335.20	83.80	125.70	167.60	7.20	16.10	2.70	3.00	83.80	5.70	2.50	1.70	1.70	.80
12 pt. C2S Kromekote	47.20	94.40	94.40	188.80	283.20	377.60	94.40	141.60	188.80	8.40	18.70	3.20	3.40	94.40	6.40	2.80	1.90	1.90	.90
65# Cover Gloss or Matte	4.40	8.80	8.80	17.60	26.40	35.20	8.80	13.20	17.60	-1.30	-2.80	-.50	-.20	8.80	.40	.20	.20	.20	-.10
115# Text White Linen	25.20	50.30	50.30	100.60	150.90	201.20	50.40	75.60	100.80	N/A	N/A	N/A	N/A	50.30	3.30	1.40	1.00	1.00	.40
90# Cover White Linen	42.10	84.10	84.10	168.20	252.30	336.40	84.20	126.30	168.40	7.20	16.20	2.70	3.00	84.10	5.70	2.50	1.70	1.70	.80

☐ Add 2 days to production schedules for these papers

☐ Add scoring charge to price, based on the total number of sheets scored (Example 8 page booklet = 2 sheets)



Prices shown are dealer list

All prices shown in price list are dealer list prices based on receiving a ready to print electronic file. Orders which are supplied with camera-ready, negatives supplied or supplied with files which require additional manipulation will incur additional preparation charges. These charges will be figured based on \$70.00 per hour. All full color orders are subject to a 10% over/under run.

**Prep Charges**

- Typeset and Design Services - (Charges listed are meant as general guidelines)
  - For each 8½" x 11" page - minimum \$75.00 to \$175.00
  - For each 11" x 17" page - \$125.00 to \$300.00
  - Scans - \$35.00 (flat bed scanner only)
- Stock Pictures - Printco has an extensive library of stock pictures on hand or we can purchase a picture from many sources to meet your needs.
  - Stock Pictures on hand - \$15.00 per photo for use in orders printed by Printco (Most pictures are 300 dpi or low resolution for web site use)
  - Purchased photos - Market price
- Proofs -
  - \*Black & White Proof - \$20.00 first side (\$.50 per additional side)
  - \*Color Laser Proof - \$25.00 first side (\$3.00 per additional side)
  - \*PDF digital proof (e-mailed) - \$20.00 first side (\$3.00 per additional side)
  - High Quality Color Proof (Matte or Gloss) Printed on Indigo - \$30.00 first side (\$5.00 per additional side)
  - \*No charge on orders of \$500.00 or more

**Additional Press Features**

**PMS Colors** - Orders produced digitally can reproduce most PMS colors using the 4 process colors. If the PMS color requires an exact match, we can use our Indichrome system which will create an exact PMS duplication. Indichrome uses the 4 process colors plus orange and violet to create this match. Indichrome can also be used to make your process colors look more vibrant. The charge for this service is listed below. We do not offer PMS colors on offset printed projects.

**Matte Ink** - Our digital press can use matte ink to give the look of varnish. While this ink does not have the protective qualities of varnish, it does create the same look as varnish on a process printed piece. The charge for incorporating this matte ink in your job is listed below.

**Variable Printing** - Many customers are requiring more personalized printed pieces for their print projects. Our digital press can create variable text and graphics in your next print run. Our prepress staff can help you offer this feature to your customers. Basic charges for this service are listed below. Depending on the complexity of the project, additional charges will apply. Contact the factory with details of your project for a price quote.

- Prices for Indichrome & Matte Ink are based on printing one side of a 12" x 18" sheet.
- Matte Ink - \$25.00 set up charge plus \$7.50/hundred sheets.
- Indichrome - \$25.00 set up charge plus \$22.50/hundred sheets.
- Variable Printing-
  - \$25.00 set up charge for Simple text with simple conditional rule
  - \$50.00 set up charge for Simple Image or Average Text with conditional rule
  - \$75.00/hour for complicated variable print project - contact factory for price quote

**Shipping Schedule** (Shipping schedule based on ready to print electronic file-add a minimum of 3 days for design-n-print services)

- Digitally Printed Products - 72 Hours (Rush Service Available on small quantities - 48 hours - \$75.00)
- Variable Printed or Print-N-Mail Projects - 5 days (digital only)
- Offset Printed Products - 7 Days (No Rush Service Available)

**Bindery Services**

Dealer list/lot prices

Description	100	250	500	1000	2000	2500	5000	10000
Folding (Up to 3 parallel folds)	15.00	15.00	15.00	18.00	34.00	40.00	70.00	120.00
Collating (Up to 3 sheets)	15.00	15.00	17.00	20.00	36.00	42.50	72.50	115.00
Stitching (Saddle/corner up to 2)	25.00	30.00	35.00	41.00	72.00	80.00	117.50	190.00
Drill (Up to 3 holes one side)	10.50	10.50	10.50	12.00	18.00	21.25	37.50	60.00
Scoring, Perforating, (Up to 2 parallel)	15.00	15.00	17.50	20.50	37.00	43.75	75.00	120.00
Numbering (One position)	15.00	15.00	17.50	20.50	37.00	43.75	75.00	120.00
Tabbing - Single (Clear vinyl, white, transparent)	15.00	15.00	18.00	22.00	42.00	50.00	87.50	160.00
Plastic Comb or Double Loop Wire Binding	65.00	155.00	307.00	610.00	1215.00	1515.00	3025.00	6025.00
Padding 100 sheets per pad	10.00	10.00	11.00	12.50	24.00	28.75	55.00	90.00
Laminating (11" x 17" Maximum) - \$2.00 Each Call for price on pieces smaller than 11" x 17"								



**BOOKLETS**



INK COLOR: Black Only

STANDARD SIZE:

- 8½" x 11"

STANDARD PAPER - 20# Bond White

STOCK OPTIONS: (Call for quote)

Prices reflect printing two sides - No binding included (See additional charges for bindery services.)

Additional options: Index insertion, variable printing, full color covers.

Prices based on ready to print electronic file being supplied. Design services available.



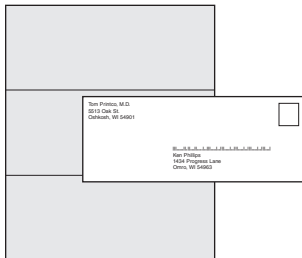
Dealer list/lot prices

QUANTITY OF BOOKS	SHEETS PER BOOKLET (printing both sides of sheet)									
	2	4	6	8	10	15	20	25	50	100
25	69.00	75.00	81.00	87.00	93.00	108.00	123.00	138.00	213.00	363.00
50	75.00	87.00	99.00	111.00	123.00	153.00	183.00	213.00	363.00	665.00
75	81.00	99.00	117.00	135.00	153.00	198.00	243.00	288.00	515.00	968.00
100	87.00	111.00	135.00	159.00	183.00	243.00	303.00	363.00	665.00	1276.00
125	93.00	123.00	153.00	183.00	213.00	288.00	363.00	440.00	818.00	1581.00
150	99.00	135.00	171.00	207.00	243.00	333.00	425.00	515.00	968.00	1884.00
175	105.00	147.00	189.00	231.00	273.00	380.00	485.00	590.00	1126.00	2194.00
200	111.00	159.00	207.00	255.00	303.00	425.00	545.00	665.00	1276.00	2497.00
250	123.00	183.00	243.00	303.00	363.00	515.00	665.00	818.00	1581.00	3109.00
500	183.00	303.00	425.00	545.00	665.00	968.00	1276.00	1581.00	3109.00	6166.00

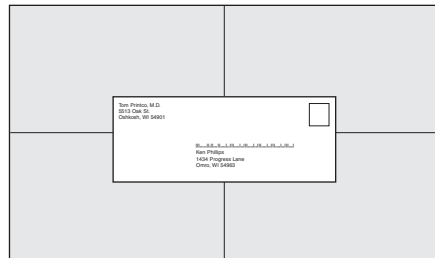
Call for prices on saddle stitched booklets.

- Stapling 15.00 flat plus .05 per book (Options: top left portrait or landscape, dual left portrait)
- Tape Binding 15.00 flat plus 2.00 per book
- 3 Hole Drilled 10.00 per thousand sheets (minimum 10.00)
- Front/Back Cover - Unprinted 15.00 flat plus .10 per book (90# Index white or standard color)
- Front Cover printed in black/back cover blank 15.00 flat plus .15 per book (90# Index white or standard color)

**PRINT-N-MAIL (Make it Simple - Make it One Step)**



8½" x 11"  
(Half or Tri-folded)



11" x 17"  
(Right Angle Folded)



Ink Color - Black Only (Call for prices on spot or full color)  
STANDARD PAPER - 70# offset white  
STOCK OPTIONS - Call for quote

Prices below reflect the following - Print ready file provided for copy, import mailing list, CASS certification, print & address (two sides), fold, single paper tab-top, sort, tray and delivered to local post office. Prices do not include postage - Based on presort standard.

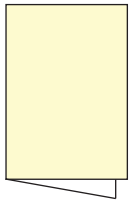
Dealer list/lot prices

LETTER SIZE - 8½" x 11"		TABLOID SIZE 11" x 17"	
Quantity	Price/Lot	Quantity	Price/Lot
250	238.00	250	253.00
500	290.00	500	314.00
750	343.50	750	376.50
1000	397.50	1000	439.00
1500	527.00	1500	583.50
2500	725.00	2500	820.50
5000	1252.50	5000	1428.50
10000	2135.00	10000	2476.00

Call for additional services: Insertion into envelopes, variable text & graphics, list purchase, stamp affixing, database management.



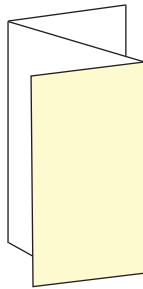
**STANDARD FOLD OPTIONS**



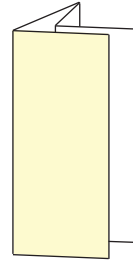
4 Page Fold  
Half Fold



6 Page Letter Fold  
Tri-fold

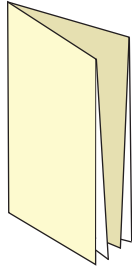


6 Page Accordion  
Z Fold

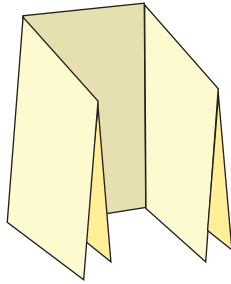


8 Page Parallel Fold  
Double Parallel/Quad Fold

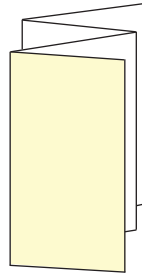
**Additional Folds Available**  
(Call for Prices)



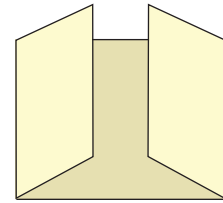
8 Page French Fold



12 Page Broadside Fold

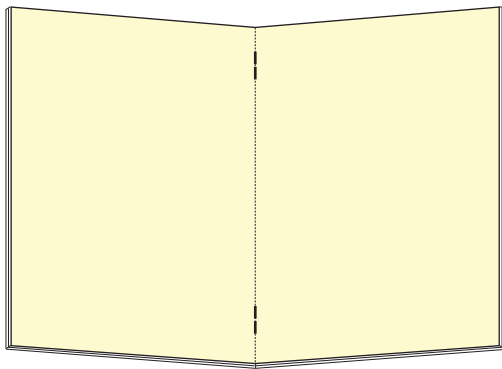


8 Page Accordion Fold  
Z Fold

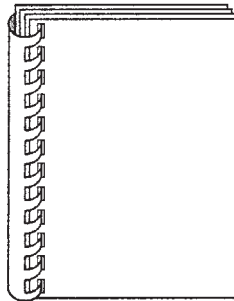


6 Page Gate Fold

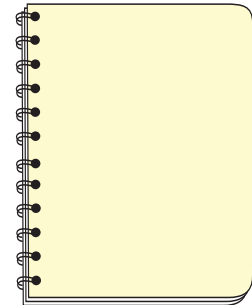
**BINDING METHODS**



Saddle Stitch



Plastic Comb Binding



Double Loop Binding

**Mailing Services**

We offer a full range of mailing services and mail list rental/purchases. Ink jet and laser addressing allows us to meet all of your mailing requirements.

**Variable Printing and 1:1 Marketing**

Our digital color printing equipment allows us to provide variable color printing, which will maximize your return on investment for marketing dollars. Personalized and targeted marketing campaigns will increase response rates which in turn will increase sales. Contact our marketing department for programs and ideas for your next color project.

**On Line Print Production and Fulfillment is very cost effective**

Digital color printing equipment in combination with our on-line ordering system will allow you to minimize inventory and outdated marketing materials and allow for versioning and personalization. Contact our marketing department for ways to take advantage of our state of the art system.



## ELECTRONIC FILE GUIDELINES

The following guidelines will help make your electronic file submission trouble free and allow Printco to make sure your order is processed smoothly through the completed order process. If you have questions in regards to your specific needs call Printco's prepress department or E-mail them directly at [prepress@printco.com](mailto:prepress@printco.com).

### Applications Accepted

#### Macintosh

QuarkXPress®  
 Adobe Photoshop®  
 Adobe Illustrator®  
 Adobe Acrobat®  
 Adobe InDesign®  
 Microsoft Word & Powerpoint®

#### PC

QuarkXPress®  
 Microsoft Desktop Publisher®  
 Microsoft Word®  
 Microsoft Powerpoint®

#### Database

Excel (Field delimited - txt or csv)  
 Text file (txt)

**Additional File Format:** eps, tif, gif, jpeg, pdf

**File Transfer Methods** Printco's secure website (Call for password and instructions)

Floppy Disk (Mac or PC)  
 CD Rom (Mac or PC)  
 E-mail (Mac or PC)  
 Zip Disk (Mac only)  
 Optical Disk (Mac only)  
 Modem Transfer (920-685-0460)



### Check List for Files

- ✓ **Are all full color files set to CMYK, not RGB?** If the files need to be converted to CMYK, there will be an additional composition charge added.
- ✓ Have you provided a composite file layout and printed color proof for comparison? We will not guarantee a color match without a color sample.
- ✓ Did you include all fonts used? (Another option is to embed the fonts into the file)
- ✓ Has trapping been applied if needed?
- ✓ Have you included all screen and printer fonts used in your file?
- ✓ Did you use the actual typestyle of the font, not the style palette?
- ✓ Did you set up the file on the correct size document for exact positioning?
- ✓ Have you set up margins for bleeds and text to proper dimensions?
- ✓ Are all full color and/or grayscale photos at 300 dpi and at the correct size to print?
- ✓ Are all placed graphics in eps, tif or jpg format? (All embedded and linked files)
- ✓ Did you include all supporting files?
- ✓ Do all bleeds extend beyond the edge of the page by 1/8"?
- ✓ Do we have authorization to reproduce photos supplied?
- ✓ Have you labeled your disks or included a list of files provided?

Production times shown in price list are based on all files being set up according to required specifications. Production schedules will be extended if specifications are not followed. When problems exist, you will be given the opportunity to resubmit files or have our design staff make alterations for our current hourly fee.

### Design Tips

- ◆ Use graphics to add impact to a page, but don't use them indiscriminately.
- ◆ To add emphasis, crop your graphics so that the image bleeds off the page.
- ◆ When combining type styles, limit yourself to 2 different type families.
- ◆ Contrast is important to all design decisions.
- ◆ Use color to tie a layout together. Use dominant colors for borders, boxes, rules, etc.
- ◆ When in doubt, keep it simple! Clean simple layout is much more effective.
- ◆ Edit - Edit - Edit Simple, direct and to the point will capture your readers interest.
- ◆ Readability always takes precedence over design.



## FREQUENTLY ASKED QUESTIONS

**Q. What equipment will you use to produce our full color printed piece?**

**A.** We currently have a variety of production equipment we use to produce our color printing, including offset and digital color presses. Unless you specify the equipment you require, we will choose the specific production method based on the quantity and production schedule required. Generally digital color presses will be used on smaller quantities where fast turnaround times are required and offset equipment will be used on larger quantities where turn around time is not a priority.

**Q. Since all pricing is based on a digital file being supplied, is there any way to produce color printing if negatives are supplied?**

**A.** We can produce your full color printing if you supply negatives but we can only produce the product on our offset equipment which will affect minimum quantities, turn around time and price.

**Q. If I request a color proof, will that be representative of the finished product?**

**A.** Generally speaking, color proofs are intended to show color and positioning of all elements. Variation in color may occur in your final printed job. If final color is extremely important request a High Quality Color Proof.

**Q. What design services do you provide?**

**A.** Printco will provide design services to meet your needs. If you would like a turnkey solution, or just fine tuning of existing art. We have a library of stock pictures, scanning devices, and knowledgeable prepress staff - We are able to meet your needs.

**Q. Are you able to provide variable printing for the 1:1 Marketing needs of my customer?**

**A.** We have software and printing equipment to handle variable printing projects and design staff to help your project progress smoothly.

**Q. Are you able to provide mailing services for our print and mail projects?**

**A.** If you are tired of having to use multiple vendors to provide services for your print and mail projects, give Printco a try for a turnkey solution. If Printco provides all the services, we are able to control all aspects of your project. Making sure your customers mailpiece hits the post office on time is our #1 objective. And we have all of the equipment necessary to meet the requirements of most mailpiece projects.

## VERTICAL MARKETS USING FULL COLOR

Medical Healthcare  
Insurance  
Real Estate  
Manufacturing

Retail Businesses  
Auto Dealerships  
Service Businesses  
Accounting Firms

Contractors  
Hospitality  
Restaurants/Food Services  
Just about any business or organization

## APPLICATIONS FOR FULL COLOR

Booklets  
Brochures  
Sell Sheets  
Newsletters  
Advertisements  
Flyers  
Calendars

Postcards  
Stationery  
Business Cards  
Rack Cards  
Direct Mail  
Menus  
Posters

Tent Cards  
Greeting Cards  
Recall Cards  
Bio Cards  
Memo Pads  
Labels  
and Much More!



**Printco**  
Incorporated

**Full Color Digital Color Printing**

P.O. Box 440 - 1434 Progress Lane  
Omro, WI 54963  
www.printco.com

Phone: 920.685.5662  
Fax: 800.541.5967  
Modem 920.685.0460

**E-mails**  
**Customer Service & Orders**  
[csr@printco.com](mailto:csr@printco.com)  
[order@printco.com](mailto:order@printco.com)  
**Prepress**  
[prepress@printco.com](mailto:prepress@printco.com)  
**Sales**  
[sales@printco.com](mailto:sales@printco.com)

**We Want to be Your Single Source for Color Printing.....**

