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LOGOS

PRICING

Type	Price
Plan 1	\$149
Plan 2	\$299
Plan 3	\$549

Additional design changes at \$75/hour.

PLAN 1



We'll prepare two simple designs for you to choose from. Up to three small edits (color, font, etc.) included.

PLAN 2



Choose one of three custom designs. Up to four small edits (color, font, etc.) included.

For other examples, see logos for Willie Brown and Owens and Son, page 4.

PLAN 3



Choose one of five elaborate (either in concept or design) designs. Up to seven small edits (color, font, etc.) included.

For other examples, see logos for AM Mechanical, Arctic Air Heating & Cooling and HVAC MD's, page 4.

JINGLES

PRICING

Type	Price
Custom Lyrics & Prewritten Music	\$3200
Custom Lyrics & Custom Music	\$4500

Does not include any TV or radio airtime.

CUSTOM LYRICS + PREWRITTEN MUSIC

Choose from a catalog of pre-recorded music beds. Custom lyrics will be written to accompany music.

Example: ACR Heating & Air

CUSTOM LYRICS + CUSTOM MUSIC

Custom music and custom lyrics will be written.

Example: Hatfield Heating & Air

General Design Time: \$75/hour unless otherwise specified.

Prices subject to change without notice. Prices do not include shipping, handling or tax where applicable.

MASCOTS



CONCEPTUAL DRAWING

Three original designs. Choose one. Includes up to four small edits.

COSTUME

Your mascot is brought to three-dimensional life by a custom sculptor. Includes artist's rendition of your mascot.

PRICING

Item	Price
Conceptual Drawing	\$250
Costume	\$6500

CORPORATE IDENTITY SERVICES

PRICING

Item	Price
Overall Image Concept Creation	\$1500
Individual Pieces	Call For Quote

LOGO VECTORIZATION

PRICING

\$75/hour (Thirty minute minimum.)

BUSINESS CARDS DESIGN

CUSTOM PLAN 1



Two simple designs — choose one. Up to three small edits (color, font, etc.) included.

Logo must be provided in vector format. If not, only text will be used, or standard logo vectorization charges will apply (see p. 29).

See also the card for Ellis Heating & Air, page 8.

CUSTOM PLAN 2



Three designs — choose one. Up to four small edits (color, font, etc.) included.

Logo must be provided in vector format. If not, only text will be used, or standard logo vectorization charges will apply (see p. 29).

For other examples, see cards for Palmetto Air & Mechanical and Budget Heating & Air, page 8.

CUSTOM PLAN 3



Five complex (either in concept or design) designs — choose one. Up to seven small edits (color, font, etc.) included.

Logo must be provided in vector format. If not, only text will be used, or standard logo vectorization charges will apply (see p. 29).

PRICING (DESIGN ONLY)

Type	Price
Custom Plan 1	\$79
Custom Plan 2	\$149
Custom Plan 3	\$299
Template Customization	\$15

Additional design changes at \$75/hour. Add a back design (referral card, coupon, logo only, etc.) to any card for \$49 (design only).

CUSTOMIZATION

TEMPLATE CUSTOMIZATION: We'll add your company info to a pre-designed template complete with Tempstar logo.



PRINTING

Pricing is for full color or black and white.

PRICING (PRINTING ONLY)

Sides	100	250	500	1000	2500	5000
Front Only	\$30	\$55	\$65	\$75	\$150	\$185
Front & Back	\$35	\$60	\$75	\$85	\$170	\$195

General Design Time: \$75/hour unless otherwise specified.

Prices subject to change without notice. Prices do not include shipping, handling or tax where applicable.

MEMBERSHIP CARDS

See **Business Cards**, previous page.

LETTERHEAD

PRICING (DESIGN ONLY)

\$149 for three options. Includes up to four small edits.

PRICING (PRINTING ONLY)

Qty	250	500	1000	2500	5000
Price	\$99	\$140	\$165	\$299	\$440

Pricing is for one side only, full color or black and white.

VEHICLE GRAPHICS

Pricing is per vehicle type (for example: one truck and one van design = \$1000).

ENVELOPES

Pricing shown is for standard #10 envelopes. Windowed envelopes are available for black and white printing only.

PRICING (DESIGN ONLY)

\$29

PRICING (PRINTING ONLY)

Colors/Sides	500	1000	2500	5000
Black & White (one side only)	n/a	\$105	n/a	\$525
	window or no window available			
Full Color (front & back)	\$380	\$565	\$1065	\$1300
	no window only			

PRICING

Design	\$500
Printing	Call for Quote

FORMS

SPECIFICATIONS

ECONOMY CARBONLESS FORMS

- Glue top
- Printed in **black ink** on one or two sides
- Sizes available:
Letter (8.5" × 11")
Legal (8.5" × 14")
- Types:
2-part (white + yellow)
3-part (white + yellow + pink)
- 20# stock

OTHER FORMS

For other carbonless forms including sets with a tag card stock back, sets with different printing on one or more parts and sets with tear-off stubs or for multiple imprint colors, please call for price quote.

CUSTOMIZATION

TEMPLATE CUSTOMIZATION: We'll add your logo and contact information to a pre-designed template. Templates available include invoice, work order and service agreement.

CUSTOM DESIGN: We'll design a completely custom form to your specifications.

PRICING (DESIGN ONLY)

Template Customization	\$50
Custom Design	\$500

PRICING (PRINTING ONLY)

		SIDES	Parts	250	500	1000	1500	2000	5000
LETTER	1 Side	2		\$80	\$125	\$165	\$240	\$325	\$650
		3		\$100	\$155	\$255	\$360	\$450	\$980
	2 Side	2		\$140	\$180	\$275	\$355	\$440	\$870
		3		\$160	\$235	\$375	\$510	\$630	\$1305
LEGAL	1 Side	2		\$85	\$125	\$200	\$275	\$350	\$770
		3		\$110	\$170	\$290	\$410	\$515	\$1145
	2 Side	2		\$140	\$195	\$300	\$400	\$500	\$1015
		3		\$170	\$255	\$415	\$565	\$705	\$1505

Pricing is for Economy Carbonless Forms only. For other forms, please call for quote.

General Design Time: \$75/hour unless otherwise specified.

Prices subject to change without notice. Prices do not include shipping, handling or tax where applicable.

PRESENTATION FOLDERS

PRICING (DESIGN ONLY)

\$350

PRICING (PRINTING ONLY)

Colors	250	500	1000	1500	2000
1	\$875	\$1250	\$1750	\$2250	\$3000
2	\$1375	\$1625	\$2250	\$2625	\$3500
FULL COLOR*	\$1750	\$2125	\$3000	\$3750	\$4500

*Add \$250 for matchprint proof.

BANNERS

PRICING

Design	\$150
Printing	\$6.50/sq. ft.

Pricing is for full color printing.

SMALL SIGNS

PRICING

Design	\$25
Printing	Call for Quote

Pricing is for full color printing.

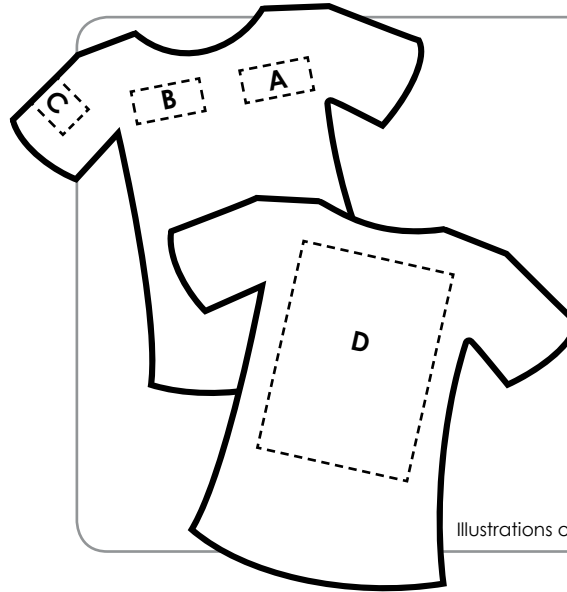
STEP 1 CHOOSE GARMENT TYPE

See base garment pricing chart at right for choices and pricing. For styles or brands not listed, please call for quote.

STEP 2 CHOOSE NUMBER OF COLORS

Prices are listed at right for imprints using one, two and three colors. For additional colors, please call for a quote.

Please note: when printing light colors on dark fabric, an additional white undercoat may be required and will be charged as an additional color.



Illustrations of imprint locations are approximate. Call for exact specifications.

UNIFORMS SCREENPRINTING

STEP 3 CHOOSE IMPRINT LOCATION(S)

You can choose to print on several different areas of the garment, including:

- A) Left chest (standard placement for company logo)
- B) Right chest
- C) Right sleeve
- D) Full back
- E) Other locations — call for information.

STEP 4 CALCULATE PRICING

- 1) Calculate **total base garment price** by multiplying the price per garment from the table at right by the number of garments. Additional charges for sizes 2XL–6XL are listed at the bottom of the chart.

Example

30 Hanes short sleeved pocket shirts (base price: \$7.50); 25 in size XL, 5 in size 2XL:
 $\$7.50 \times 25 = \187.50
 $(\$7.50 + \$2.50) \times 5 = \$50.00$
 Total base garment price = \$237.50

- 2) Use the screenprinting pricing chart at the right to find the **cost per imprint color per location** for each shirt.

Example

30 garments printed in two locations in two colors = \$2.34 per shirt per location.

- 3) Multiply the total imprint cost per location (2) by the total number of garments. Repeat for each imprint location.

Example

$\$2.34 \times 30 = \70.20 (Location 1 cost)
 $\$2.34 \times 30 = \70.20 (Location 2 cost)
 Total screenprinting cost = \$140.40

- 4) Use additional charges box at right to find and add all **additional charges**. (Note: If rush charges apply, wait until after step 5 to calculate.)

Example

Setup for two imprint locations in two colors:
 $\$30$ (Location 1) + $\$30$ (Location 2) = \$60

- 5) Add the base garment price (1), the total screenprinting cost (3) and any additional charges (4) to find the total price.

Example

$\$237.50 + \$140.40 + \$60 = \437.90
 Rush charges: 25% of \$437.90 = \$109.48

General Design Time: \$75/hour unless otherwise specified.

Prices subject to change without notice. Prices do not include shipping, handling or tax where applicable.

UNIFORMS

SCREENPRINTING — PRICING

BASE GARMENT PRICING



Short Sleeved



Short Sleeved w/Pocket



Long Sleeved



Long Sleeved w/Pocket

T-Shirt (Port + Company)	\$3.75	\$7.25	\$7.50	\$9.25
T-Shirt (Hanes)	\$5.85	\$7.50	\$9.50	n/a

Prices above are for sizes S–XL. For larger sizes, add additional charges listed below.

All T-shirts are 6.1 oz. 100% cotton.

Size	2XL	3XL	4XL	5XL	6XL
Additional Charge	\$2.50 each	\$4.00 each	\$5.50 each	\$6.50 each	\$9.00 each

SCREENPRINTING

Qty	1 Imprint Color per location	2 Imprint Colors per location	3 Imprint Colors per location
13–23	\$3.00	\$3.84	\$4.34
24–47	\$1.84	\$2.34	\$2.84
48–143	\$1.60	\$1.92	\$2.25
144–287	\$1.25	\$1.43	\$1.59
288+	\$1.00	\$1.10	\$1.25

Pricing is per imprint location.
Minimum order: 13 pieces.

ADDITIONAL CHARGES

Rush Charge: 25% of total order (\$25 minimum).

Setup: \$15 per color per location.

Vectorization Charge: All prices based on vectorized artwork. If your artwork needs to be vectorized, standard vectorization charges (p. 5) apply, in addition to garment and screenprinting charges.

STEP 1

CHOOSE GARMENT TYPE

See base garment pricing chart at right for choices and pricing. For styles or brands not listed, please call for quote.

UNIFORMS LOGO EMBROIDERY

STEP 2

ESTIMATE STITCH NUMBER

Prices are listed in the table at right for various stitch quantities. If you have previously ordered uniforms embroidered

with your design from us, we will be able to tell you how many stitches your design requires. We can also provide you with the estimated stitch count prior to digitizing. The examples below are provided to help you estimate the number of stitches in your design.



Alcorn Heating and Air
Actual Size: 3.6" x 1.7"
Stitch Count: 4,034



QPZone
Actual Size: 2" x 1"
Stitch Count: 6,379



Hatfield Heating and Air
Actual Size: 4" x 1"
Stitch Count: 10,658

QPZone logo stitched out.

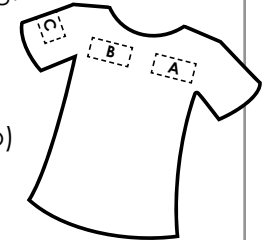


STEP 3

CHOOSE LOCATION(S)

You can choose to embroider several different areas of the garment, including:

- A) Left chest (standard placement for company logo)
- B) Right chest
- C) Right sleeve
- D) Other locations: call for information.



Illustrations of embroidery locations are approximate. Call for exact specifications.

STEP 4

CALCULATE PRICING

1) Calculate **total base garment price** by multiplying the price per garment from the table at right by the number of garments. Additional charges for sizes 2XL-6XL are listed at the bottom of the chart.

Example

30 short sleeved pocket polos (base price: \$13.50); 25 in size XL, 5 in size 2XL:
 $\$13.50 \times 25 = \337.50
 $(\$13.50 + \$2.50) \times 5 = \$80.00$
 Total base garment price = \$417.50

2) Use the embroidery pricing chart at the right to find the **embroidery cost per garment**. If more than one location, repeat for each location.

Example

30 garments embroidered with a 5500 stitch design in one location = \$5.00 per garment.

3) Multiply the embroidery cost per garment (2) by the total number of garments to find the **total embroidery cost**.

Example

$\$5.00 \times 30 = \150.00

4) Use additional charges box at right to find and add all **additional charges**. (Note: If rush charges apply, wait until after step 5 to calculate.)

Example

Setup for new 5500 stitch design = \$137.50

5) Add the base garment price (1), the total embroidery cost (3) and any additional charges to find the total price.

Example

$\$417.50 + \$150.00 + \$137.50 = \705.00
 Rush charges: 25% of \$705.00 = \$176.25

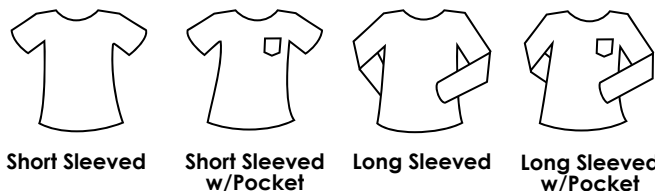
General Design Time: \$75/hour unless otherwise specified.

Prices subject to change without notice. Prices do not include shipping, handling or tax where applicable.

UNIFORMS

LOGO EMBROIDERY — PRICING

BASE GARMENT PRICING



	Short Sleeved	Short Sleeved w/Pocket	Long Sleeved	Long Sleeved w/Pocket
Button-Up Collared Shirt (Port Authority)	n/a	\$21.75	n/a	\$21.75
Polo Shirt* (Port Authority)	\$11.75	\$13.50	\$16.75	\$18.50
Jacket (Challenger) (Port Authority)	n/a	n/a	\$42.00	n/a
Jacket (Storm) (Port Authority)	n/a	n/a	\$42.00	n/a
Wind Shirt (Nylon) (Sport Tek by Port Authority)	n/a	n/a	\$18.50	n/a
Wind Shirt (Microfiber) (Port Authority)	n/a	n/a	\$33.50	n/a

Prices above are for sizes S–XL. For larger sizes, add additional charges listed below.

Size	2XL	3XL	4XL	5XL	6XL
Additional Charge	\$2.50 each	\$4.00 each	\$5.50 each	\$6.50 each	\$9.00 each

*Port Authority polo shirt is Silk Touch 5 oz. 65/35% poly/cotton.

ADDITIONAL CHARGES

Rush Charge: 25% of total order (\$25 minimum).

Setup (Digitizing Charge): If your design has not yet been set up to embroider, or if you are resizing a previously used design, your design will need to be digitized. \$25 per 1,000 stitches.

Less-Than-Minimum Charge: An embroidery order of less than six pieces will be charged \$15, in addition to other stated cost.

HATS & CAPS

We have a wide selection of hats available. Call for more information on styles and pricing.

EMBROIDERY

Stitches	6–11 garments	12–23 garments	24–71 garments	72–143 garments	144+ garments
0–4999	\$6.25	\$5.00	\$4.25	\$3.75	\$3.50
5000–7499	\$6.75	\$5.50	\$5.00	\$4.75	\$4.25
7500–9999	\$7.50	\$6.00	\$5.50	\$5.00	\$4.75
10,000+	Add \$1.00 per 1000 stitches.				

Pricing is per embroidery location.
Minimum order: 6 pieces.

UNIFORMS

TEXT-ONLY EMBROIDERY

Company names in text only embroidered on garment. Block print or script available.

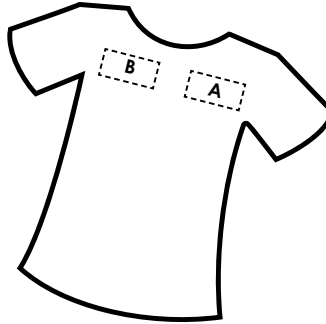
STEP 1 CHOOSE GARMENT TYPE

See base garment pricing chart at right for choices and pricing. For styles or brands not listed, please call for quote.

STEP 2 COMPOSE TEXT

Compose your text. Common choices are company name and employee name. Decide how many lines of text you'll need.

STEP 3 CHOOSE LOCATION(S)



You can choose to embroider several different areas of the garment, including:

- A) Left chest
(standard placement for company name/logo)
- B) Right chest
(standard placement for employee name)
- C) Other locations: call for information.

Illustrations of embroidery locations are approximate. Call for exact specifications.

STEP 4 CALCULATE PRICING

- 1) Multiply base garment price by number of garments to find **total garment cost**.

Example

$$\$13.50 \times 25 = \$337.50$$

- 2) Multiply cost per line of embroidery (from table at right) by number of lines per garment for **embroidery cost per garment**.

Example

$$\$3.75 \times 2 = \$7.50$$

- 3) Multiply embroidery cost per garment by number of garments to find **total embroidery cost**.

Example

$$\$7.50 \times 25 = \$187.50$$

- 4) Add total garment cost and total embroidery cost to find **net cost**.

Example

$$\$337.50 + \$187.50 = \$525.00$$

- 5) Use the Additional Charges list at right to find any applicable **additional charges**.

Example

$$\text{Rush charges on a net cost of } \$525 = \$131.25$$

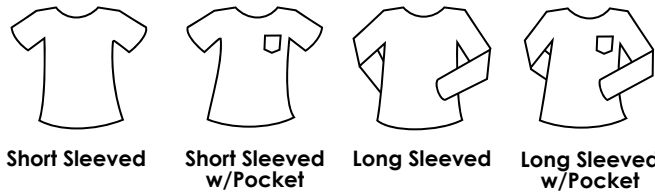
General Design Time: \$75/hour unless otherwise specified.

Prices subject to change without notice. Prices do not include shipping, handling or tax where applicable.

UNIFORMS

TEXT-ONLY EMBROIDERY—PRICING

BASE GARMENT PRICING



Button-Up Collared Shirt (Port Authority)	n/a	\$21.75	n/a	\$21.75
Polo Shirt* (Port Authority)	\$11.75	\$13.50	\$16.75	\$18.50
Jacket (Challenger) (Port Authority)	n/a	n/a	\$42	n/a
Jacket (Storm) (Port Authority)	n/a	n/a	\$42	n/a
Wind Shirt (Nylon) (Sport Tek by Port Authority)	n/a	n/a	\$18.50	n/a
Wind Shirt (Microfiber) (Port Authority)	n/a	n/a	\$33.50	n/a

Prices above are for sizes S–XL. For larger sizes, add additional charges listed below.

*Port Authority polo shirt is Silk Touch 5 oz. 65/35% poly/cotton.

Size	2XL	3XL	4XL	5XL	6XL
Additional Charge	\$2.50 each	\$4.00 each	\$5.50 each	\$6.50 each	\$9.00 each

ADDITIONAL CHARGES

Rush Charge: 25% of total order (\$25 minimum).

Less-Than-Minimum Charge: An embroidery order of less than six pieces will be charged \$15, in addition to other stated cost.

HATS & CAPS

We have a wide selection of hats available. Call for more information on styles and pricing.

EMBROIDERY

Qty	6–23	24–71	72–143	144+
Price per Line	\$4.25	\$3.75	\$3.50	\$3.00

JOB SITE SIGNS

DESIGN

\$75

All signs are 18" x 24".

Pricing does not include stakes.

Economy Step Stakes ("H" Frame):
\$1.00 each.

PRICING (PRINTING ONLY)

SINGLE-SIDED	Colors	10	25	50	100	250	500
	1	n/a	\$275	\$350	\$500	\$750	\$1375
2	n/a	\$500	\$550	\$650	\$1200	\$1875	
3	n/a	\$685	\$775	\$850	\$1625	\$2500	
	FULL COLOR	\$370	\$600	\$1100	\$2000	\$4875	CALL FOR QUOTE

DOUBLE-SIDED	Colors	10	25	50	100	250	500
	1	n/a	\$265	\$325	\$550	\$875	\$1500
2	n/a	\$510	\$600	\$700	\$1250	\$2125	
3	n/a	\$700	\$800	\$875	\$1750	\$2750	
	FULL COLOR	\$450	\$800	\$1500	\$2900	\$6250	CALL FOR QUOTE

FLIERS

Prices are for glossy 100 lb. book paper.

DESIGN

\$150

PRICING (PRINTING ONLY)

SINGLE-SIDED	Size	500	1000	2500	5000
	5.5" x 8.5"	\$95	\$125	\$200	\$250
8.5" x 11"	\$125	\$150	\$250	\$375	
8.5" x 14"	\$250	\$300	\$450	\$550	
11" x 17"	\$325	\$350	\$575	\$750	

DOUBLE-SIDED	Size	500	1000	2500	5000
	5.5" x 8.5"	\$125	\$150	\$250	\$275
8.5" x 11"	\$175	\$225	\$375	\$425	
8.5" x 14"	\$350	\$375	\$475	\$575	
11" x 17"	\$500	\$575	\$775	\$850	

General Design Time: \$75/hour unless otherwise specified.

Prices subject to change without notice. Prices do not include shipping, handling or tax where applicable.

DOORHANGERS

PRICING (DESIGN ONLY)

\$75

ECONOMY DOORHANGERS

PRICING (PRINTING ONLY)

DOUBLE-SIDED	SINGLE-SIDED	Size	500	1000	1500	2000	2500	3000	5000
		4.25" × 11" or 5.5" × 8.5" Black Ink	\$90	\$125	\$150	\$175	\$200	\$225	\$325
	3.66" × 8.5" Black Ink	\$85	\$120	\$125	\$150	\$175	\$200	\$250	
	Additional Color	\$80	\$90	\$95	\$100	\$115	\$125	\$150	
DOUBLE-SIDED		4.25" × 11" or 5.5" × 8.5" Black Ink	\$150	\$175	\$225	\$250	\$275	\$300	\$450
		3.66" × 8.5" Black Ink	\$150	\$175	\$200	\$225	\$250	\$275	\$350
		Additional Color	\$160	\$180	\$190	\$200	\$230	\$250	\$300

Perforation: add \$20

Standard color instead of black ink:
add \$30 per side.

Prices are for 67 lb. white or color vellum Bristol cardstock, printed with black ink.

Color cardstock available at no additional charge. Choose blue, gold, gray, green, ivory, orchid, peach, pink, tan or yellow.

FULL COLOR DOORHANGERS REGULAR (NO PERFORATION)

PRICING (PRINTING ONLY)

SINGLE SIDED	Size	500	1000	2500	5000
	4.25" × 11"	\$325	\$375	\$425	\$650
5.5" × 17"	\$500	\$600	\$1000	\$1175	

Prices are for 100 lb. gloss cover.

PRICING (PRINTING ONLY)

DOUBLE SIDED	Size	500	1000	2500	5000
	4.25" × 11"	\$350	\$400	\$575	\$675
5.5" × 17"	\$675	\$725	\$1050	\$1225	

General Design Time: \$75/hour unless otherwise specified.

Prices subject to change without notice. Prices do not include shipping, handling or tax where applicable.

FULL COLOR DOORHANGERS, CONT.

3.5" × 11" WITH TEAR-OFF BUSINESS CARDS

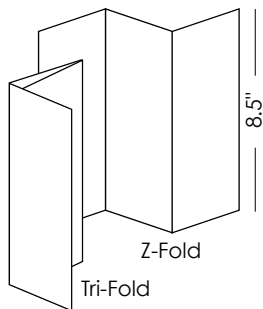
PRICING (PRINTING ONLY)

Colors	250	500	1000	2500	5000
Full color front, blank back	\$185	\$210	\$225	\$400	\$710
Full color front, one color back	\$195	\$215	\$235	\$410	\$715
Full color front, full color back	\$215	\$225	\$250	\$450	\$775

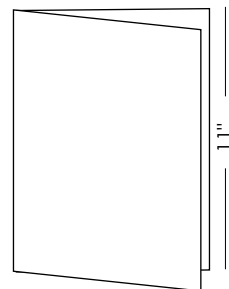
Prices are for 14 pt. gloss coated or 14 pt. premium uncoated paper with tear-off business card.

BROCHURES

STYLES



Small
(8.5" × approx. 3.67")



Large
(8.5" × 11")

PRICING

Pricing is for full color, both sides.

PRINTING

Style	100	250	500	1000	1500	2000	2500
Large (Half-Fold)	\$265	\$390	\$480	\$750	\$850	\$900	\$950
Small (Tri-Fold or Z-Fold)	\$155	\$210	\$275	\$390	\$440	\$460	\$490

DESIGN

\$300

General Design Time: \$75/hour unless otherwise specified.

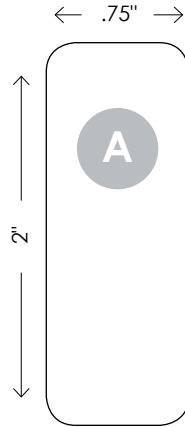
Prices subject to change without notice. Prices do not include shipping, handling or tax where applicable.

STICKERS

Thermostat stickers are 2" x .75" with rounded corners.

Available stock colors:

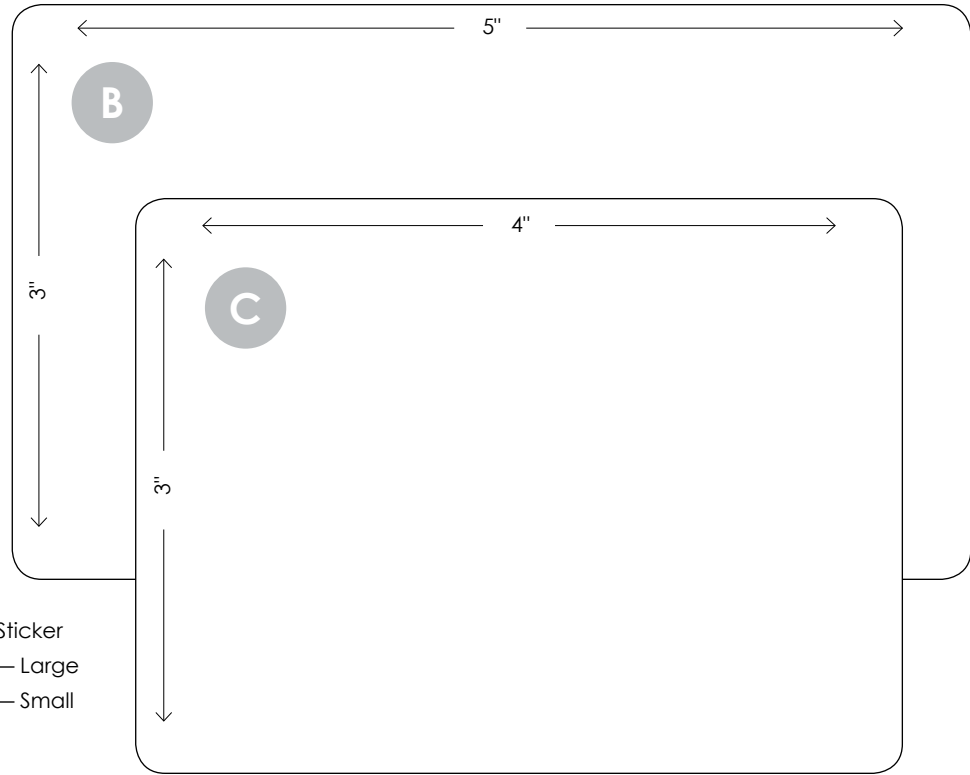
- | | |
|-----------|-------------|
| Regular | Fluorescent |
| • clear | • blue |
| • white | • green |
| • gold | • yellow |
| • ivory | • orange |
| • natural | • pink |
| | • red |
| | • purple |



Weatherproof **unit stickers** come in large or small (see diagram at right) with rounded corners.

Available stock colors:

- | | |
|---------|----------|
| • clear | • silver |
| • white | • yellow |



A) Thermostat Sticker
B) Unit Sticker — Large
C) Unit Sticker — Small

STANDARD INK COLORS

- | | | | |
|-----------------|----------------|---------------|----------|
| • black | • green | • red | • violet |
| • brown | • hunter green | • reflex blue | • white |
| • burgundy | • orange | • rubine red | • yellow |
| • golden yellow | • process blue | • teal | |

ADDITIONAL INK CHARGES

250	500	1000	2000	3000	5000
\$45	\$45	\$45	\$50	\$60	\$75

Prices are for each additional ink color on both thermostat and unit stickers.

PRICING (PRINTING ONLY)

Type	250	500	1000	2000	3000	5000
Thermostat (Colored)	n/a	\$50	\$60	\$100	\$135	\$175
Thermostat (Clear)	n/a	\$85	\$105	\$170	\$225	\$270
Unit (Small)	\$145	\$185	\$245	\$330	\$420	\$650
Unit (Large)	\$165	\$200	\$260	\$350	\$450	\$750

Prices are for one standard ink color only. For additional ink colors, see "Additional Ink Charges" at left.

General Design Time: \$75/hour unless otherwise specified.

Prices subject to change without notice. Prices do not include shipping, handling or tax where applicable.

HANGTAGS

- 10 pt. card stock
- Pre-strung with elastic
- Clipped corners
- Black ink

PRICING

Design	\$75/hour
Printing	\$300/1000

PROMOTIONAL ITEMS

PRICING

Call for quote.

EVENTS

PRICING

Call for quote.

General Design Time: \$75/hour unless otherwise specified.

Prices subject to change without notice. Prices do not include shipping, handling or tax where applicable.

WEBSITES

CONCEPT FEE

\$200

Applies to all original website designs. Does not apply to pre-designed websites (for example, projects involving administration, updating and/or hosting only).

DESIGN & ADMINISTRATION

\$1800

Other Custom Features: Call for Quote

Pages Included:

- Home
- Services
- About
- Contact
- Appointment Request (includes administration area)
- News and Specials (includes administration area)

HOSTING

\$29.95/month

Package Includes:

- 1000 email addresses
- 1000 MB storage
- FrontPage extensions
- Automatic annual renewal of your domain name registration and hosting

NEWSPAPER & MAGAZINE ADS

PRICING BELOW IS FOR DESIGN ONLY.
Prices do not include cost to run in publication. Cost to run varies by size of ad and by specific paper or magazine.

CREATE

\$350

Essential Marketing will design a unique ad to your specifications.

UPDATE

\$125

Changes to any ad previously created by Essential Marketing.

RECREATE

\$250

Recreation of any ad not designed by Essential Marketing. Does not include cost of fonts, photography, artwork, vectorization, etc. where applicable.

BANNER ADS

PRICING BELOW IS FOR DESIGN ONLY.
Prices do not include cost to run in publication. Cost to run varies by size of ad and by specific paper or magazine.

CREATE

\$350

Essential Marketing will design a unique ad to your specifications.

UPDATE

\$125

Changes to any ad previously created by Essential Marketing.

RECREATE

\$250

Recreation of any ad not designed by Essential Marketing. Does not include cost of fonts, photography, artwork, vectorization, etc. where applicable.

RADIO ADS

Pricing is for ad script only. Pricing shown does not include airtime. Airtime fees vary by station.

\$450

Unique ad (00:15, 00:30, 00:60).

DIRECT MAIL

POSTCARDS — DESIGN ONLY

CREATE

\$350

Unique postcard or updated postcard not designed by Essential Marketing.

UPDATE

\$125

Changes to any postcard previously created by Essential Marketing.

RECREATE

\$250

Recreation of any postcard not designed by Essential Marketing. Does not include cost of fonts, photography, artwork, vectorization, etc. where applicable.

Pricing above does not include mailing services or printing. Does not include artwork, graphics or photos that need to be purchased upon approval of design.

POSTCARDS — PRINTING

Pricing is for full color, two-sided printing on 14 pt. gloss coated paper or 14 pt. premium uncoated paper.

Does not include design or mailing services. Does not include artwork, graphics or photos that need to be purchased upon approval of design.

PRICING (PRINTING ONLY)

250	500	1000	2500	5000	10,000
\$175	\$190	\$225	\$375	\$450	\$660

POSTCARDS — MAILING

Pricing includes inkjetting and postage.

Does not include design or printing. Does not include artwork, graphics or photos that need to be purchased upon approval of design.

PRICING (MAILING ONLY)

250	500	1000	2500	5000	10,000
\$215	\$300	\$475	\$1100	\$2150	\$4225

General Design Time: \$75/hour unless otherwise specified.

Prices subject to change without notice. Prices do not include shipping, handling or tax where applicable.

DIRECT MAIL

LETTERS — DESIGN ONLY

CREATE

\$125

Copywriting and design for one original letter.

UPDATE

\$50

Changes to your existing letter written and designed by Essential Marketing.

RECREATE

\$75

Recreation of your previously created letter (not designed and/or written by Essential Marketing). Does not include cost of fonts, photography, artwork, vectorization, or any other applicable services.

LETTERS — PRINTING & MAILING

SETUP

\$50

PRICING

< 200	200+
\$0.85 per letter	\$0.65 per letter

Does not include envelopes.
See page 31 for envelope pricing.

DIRECT MAIL

NEWSLETTERS

PRICING (PRINTING & MAILING ONLY)

Type	250	500	1000	2500	5000
Printing (per issue)	\$390	\$480	\$625	\$815	\$1035
Mailing (per issue)	\$250	\$325	\$475	\$1035	\$2035

CUSTOM NEWSLETTER

Design: \$1500 (one-time concept fee)

A completely custom newsletter designed exclusively for your company. Pricing does not include printing or mailing (see below). Each issue will require a \$150 set up fee.

COMFORTGAUGE

Setup Fee: \$150 per issue

Essential Marketing's seasonal newsletter, customized with your logo, contact information and back-panel ad. Pricing does not include printing or mailing (see left).

DIRECT MAIL CAMPAIGN

PRICING (PRINTING & MAILING)

	Leads	250	500	1000	1500	2500	5000	10,000
BI-MONTHLY	One-Time Investment	\$3480	\$4380	\$5700	\$8100	\$9000	\$15,012	\$28,080
	Monthly Investment for 12-Month Period	\$290	\$365	\$475	\$675	\$750	\$1251	\$2340
MONTHLY	One-Time Investment	\$6780	\$8460	\$10,980	\$15,720	\$17,460	\$29,400	\$55,080
	Monthly Investment for 12-Month Period	\$565	\$705	\$915	\$1310	\$1455	\$2450	\$4590

CONCEPT FEE

\$650

Covers development of three campaign concept designs. Your chosen concept will be used in all future designs for the length of the contract period (typically one year).

General Design Time: \$75/hour unless otherwise specified.

Prices subject to change without notice. Prices do not include shipping, handling or tax where applicable.

DIRECT MAIL

MAILING SERVICES ONLY

PRICING

Inkjetting	\$75/1000 (postcards and newsletters)
Folding	\$30/1000 (single sheets – not collated)
Tabbing (White Tabs)	\$30/1000 (1 tab per piece)
Tabbing (Clear Tabs)	\$40/1000 (1 tab per piece)
Inserting (1 page)	\$25/1000
Inserting (2 pages — not collated)	\$45/1000
Disk Prep	\$50 per job (when inkjetting from disk)
Manual Zip	\$45/1000 (to manually sort pre-addressed pieces)

Minimum job cost: \$200

MAILING LISTS ONLY

PRICING

Leads	250	500	1000	2500	5000	10,000
Price	\$150	\$225	\$375	\$500	\$950	\$1300

DATA ENTRY

SETUP FEE

\$50

PROCESSING FEE

\$0.17 per name

Includes standard fields:

- First name
- Last name
- Address
- City
- State
- Zip

ELECTRONIC LIST CONVERSION

\$250

For conversion, reformatting and/or correction of non-mail-ready lists.

BILLBOARDS

DESIGN

\$450

Design of one original billboard. Does not include cost to post/display billboard.

SPONSORSHIPS

Pricing below is for design only. Prices do not include cost to print/run in publication. Cost to print/run varies by size of ad and by specific paper or magazine.

CREATE

\$350

Design of one original ad or other sponsorship piece.

UPDATE

\$125

Changes to any ad or other sponsorship piece previously created by Essential Marketing.

RECREATE

\$250

Recreation of your previously created ad (or other sponsorship piece) not designed by Essential Marketing. Does not include cost of fonts, photography, artwork, vectorization or any other applicable services.

CUSTOM MARKETING PLANS

PLAN CREATION FEE

\$2500

Will be credited back upon completion of each year. Does not include cost to implement plan.

General Design Time: \$75/hour unless otherwise specified.

Prices subject to change without notice. Prices do not include shipping, handling or tax where applicable.



CREDIT APPLICATION

Thorough completion of the information requested will expedite the processing of your credit application. Please have an owner, officer or authorized agent of your company sign the application where indicated. Return the completed and signed application to Essential Marketing Resources, LLC.

Applicant authorizes Essential Marketing Resources, LLC to check all credit references and information provided and to utilize all other credit resources including consumer reports, deemed necessary by Essential Marketing Resources, LLC to determine the applicant's creditworthiness.

BUSINESS & PERSONAL INFORMATION

Legal Name of Business _____

Trade Name _____

Address _____

City _____ County _____

State _____ Zip _____

Telephone _____

Fax _____

Type of Ownership:

- Limited Liability Corporation
- Corporation Proprietorship
- Partnership

Date Business Started _____

Principal Owner(s) or Officer(s) Are:

Name _____

Resident Address _____

Title _____

Social Security No. _____

Name _____

Resident Address _____

Title _____

Social Security No. _____

Annual Sales \$ _____ No. of Employees _____

No. of Trucks _____ Works from Home Shop

Describe type of business and work performed: _____

If new business, list employer(s) and address(es) for past two years: _____

List other business interests now of Owner(s) or Officer(s):

Real Estate Owned

Home _____

Value \$ _____

Title in Name of: _____

Balance Owing \$ _____

Mortgage Holder _____

Address _____

Business

Value \$ _____

Title in Name of: _____

Balance Owing \$ _____

Mortgage Holder _____

Address _____

Other

Value \$ _____

Title in Name of: _____

Balance Owing \$ _____

Estimated Amount of Credit Needed Monthly

\$ _____

CREDIT REFERENCES

Bank _____

Name _____

Address _____

Telephone _____

Supplier _____

Name _____

Address _____

Telephone _____

Supplier _____

Name _____

Address _____

Telephone _____

Supplier _____

Name _____

Address _____

Telephone _____

TERMS & CONDITIONS

All references to Creditor herein shall mean Essential Marketing, LLC or its successors. The creditor's month ends on the last day of the month.

All invoices are due and payable within 30 days from the date of the invoice.

A service charge of 1 1/2% (18%) annually will be charged on invoices for which payment has not been received within 30 days of the invoice date.

Any payments received will be applied toward service charges first and the oldest invoices next.

General Conditions

The information given is offered as a request of the application for an extension of credit for commercial business use only. I/we authorize creditor to make inquiry into any and all matters set forth in this application, to obtain oral or written credit reports from any credit reporting agency, in gathering information necessary for the evaluation of my/our credit and financial responsibility. I/we further authorize the within stated references to release to creditor any information concerning the financial status of each of us individually or of our business, partnership or corporation.

In making this application for commercial credit, I/we understand that all past due accounts will be charged interest in the amount stated on the account. Acknowledging that any extension of credit to be adequate consideration, I/we waive the right of exemption under the constitution and Law of the United States and the state in which I/we reside or do business, and I/we agree to pay in addition to the total amount due, reasonable fees for costs of collection including attorney's fees if my/our obligations to creditor are not paid within stated terms and third party or legal action is instituted.

Governing Law and Consent to Jurisdiction

This account and obligations of the undersigned shall be governed by and construed in accordance with the laws of the State of South Carolina. For purposes of any proceedings involving this account or any of the obligations of the undersigned, the undersigned hereby agrees that any suit or action will be instituted only in a non-jury proceeding in a state court in Lexington County, South Carolina. The undersigned consents to the personal jurisdiction of any state court in Lexington County, South Carolina and waives any right to a jury trial.

In the event of any claim by the undersigned against Essential Marketing Resources, LLC, it is agreed that Essential Marketing Resources, LLC shall not be liable for any consequential or punitive damages or claims for loss of profits.

Authorized Signature

PERSONAL GUARANTEE

For value received, receipt of which is hereby acknowledged, in order to induce Essential Marketing Resources, LLC to extend credit to

_____, I/we hereby guarantee according to its terms the payment of any account due or to become due by said company to Essential Marketing Resources, LLC, including attorney's fees incurred, if any, for the collection of such account. I/we have read and understand the terms and general conditions for the account. I/we agree to be bound by the same terms and conditions. This guarantee shall include past due balances, current balances and further sales and credit hereafter extended and fees hereafter incurred. This guarantee shall remain in full force and effect until revocation of the same is received in writing by registered mail-return receipt. Any revocation notice must be sent to Credit Department, Essential Marketing Resources, LLC, 501 Camson Rd., Anderson, SC 29625. Revocation of this guarantee does not relieve obligation to pay balances owed whether past due or current and whether or not demand for same has been made.

Executed at _____

this _____ **Day of** _____, **20** _____

Individually and as Guarantor

Signature

Individually and as Guarantor

Signature

PLEASE SEND TO CRYSTAL
Email: crystalsmoak@eptingdist.com
Fax: 864.226.1042



CREDIT CARD AUTHORIZATION

TO _____

DATE _____

FROM _____

TIME _____

Would you like us to fax you a credit application to set up terms on future orders? Yes No

CARD INFORMATION

CHARGE MY CREDIT CARD AS FOLLOWS: Mastercard Visa

Card Number _____

Exp. Date _____ Authorization Code _____

PAYMENT INFORMATION

Project Description _____

Deposit \$ _____

Amount in Full \$ _____

Amount of Service \$ _____

Amount of Product \$ _____

Tax \$ _____

Total Authorized \$ _____

Freight \$ _____

Total Authorized \$ _____

CARDHOLDER INFORMATION

Name _____

Address _____

City _____ State _____ Zip _____

Company _____

I authorize Essential Marketing to automatically charge my payments to my above named credit card. Your order is on hold until we receive authorization.

AUTHORIZED BY _____

Date _____

PLEASE SEND TO CRYSTAL

Email: crystalsmoak@eptingdist.com Fax: 864.226.1042

We appreciate your business and your patience.



PROJECT AUTHORIZATION

WORK AUTHORIZATION

I authorize Essential Marketing to begin work on a custom

_____ Project

for _____ Company

INVESTMENT AUTHORIZATION

I agree to invest

Amount	Item
\$ _____	_____
\$ _____	_____
\$ _____	_____

through Option A (Credit card — please also submit Credit Card Authorization Form)
 Option B (Net 30 terms pending credit approval — please also submit Credit Application Form)
 One-time payment or ____ monthly payments

TERMS & CONDITIONS

I understand that work cannot begin on the specified project(s) until Essential Marketing receives this signed authorization form and subsequent signed credit card authorization and/or credit application. Essential Marketing cannot be held liable for missed publication deadlines due to authorization forms that were returned late or not returned.

I understand this is a binding contract. I also understand that by signing below, I am responsible for the full payment of the project. I understand that no portion of the payment for this project is refundable. This agreement is non-cancelable and non-transferable. In the event of non-completion of agreement, Essential Marketing reserves the right to collect any and all unpaid balances for services rendered, including products purchased, costs incurred for creation and production of future ads and un-mailed postcards and pro-rated mailing list. I also understand the mailing list uses a "live" database. The number of leads given in this proposal are estimates only and are subject to change at the time of purchase. This agreement is subject to credit approval.

AUTHORIZED SIGNATURE _____ **Date** _____

PLEASE SEND ALL NECESSARY DOCUMENTS TO CRYSTAL
Email: crystalsmoak@eptingdist.com **Fax:** 864.226.1042