



*degraffics*  
Est. 2004

*Innovative Creative Solutions*



*Branding*

*Creative Support*

*Photography*

*Printing*

*Signs & Banners*

*Marketing Support*



*We Believe In Keeping Things Simple*

**CREATE**

1-3 Business Days



**PRINT**

2-5 Business Days



**SEND**

1-3 Business Days

Shipping Nationwide

**OR**

Local, Have It Delivered

**WE PRINT NATION-WIDE**

Boston, MA	Philadelphia, PA
Phoenix, AZ	Arlington, TX
Los Angeles, CA	Houston, TX
San Jose, CA	Seattle, WA
Miami Gardens, FL	Toronto, CAN
Orlando, FL	Las Vegas, NV
Tampa, FL	Washington D.C
Chicago, IL	Salt Lake City, UT
Moonachie, NJ	Raleigh, NC
Dayton, OH	Atlanta, GA

**MORE LOCATIONS COMING**

Detroit, MI	Minneapolis, MN
San Antonio, TX	St. Paul, MN
St. Louis, MO	Pittsburgh, PA
Denver, CO	



## Nationwide Solutions for Nationwide Locations

Orders shipped via UPS Ground.  
Most shipments arrive 1 to 2 business days.  
Real-time tracking provided.

## The Creative Studio

The Creative Studio is our proprietary online order and collateral management system. It is a custom-built application with the needs of our clients in mind. Its interface lets you streamline your ordering and keeps you abreast of its processing status. Plus, it makes accessing your creative assets and documents easy, even if you have hundreds of locations and thousands of users.

### Open Your Studio Today!

#### Benefits

- User Access Management & Sub Accounts
- Personalized Reordering Templates
- Project Builder & Ordering System
- Expedited Order Processing

If you or your company has 50+ employees and you want to more regarding how the Creative Studio addresses ordering business cards from preset templates or how it manages multiple locations, access, and collateral schedule a demo.

### Contact Us Today!

623-869-6720 or [Jason@degraffics.com](mailto:Jason@degraffics.com)



Many companies pay a premium to manage their brand collateral using third-party software.

### Not the case with us!

Our solution is currently included as one of the many perks our loyal clients receive from us.

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July 2019 • Vol. 1.3 • [degraffics.com](http://degraffics.com)

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**We are currently looking for  
talented and passionate  
creative professionals  
to join our team.**

### Interested?

Contact, Jason DeGraff  
602-708-3795  
or [Jason@degraffics.com](mailto:Jason@degraffics.com)



## About DeGraffics

DeGraffics is more than design or print, we're your online resource where creative professionals help you take your message to next level. No matter if you're a start-up, or an established business, you have access to the right kind of support to help you reach beyond the ordinary and find solutions for tomorrow's success.

## What is more than design and print?

Offering more than design and print comes down to the I.C.S. in our name. We help identify and manage your business (i) information, (c) communication, and (s) systems required to put your message in front of your audience and attain business goals. Our team will help blend artistry and your business objectives using our I.C.S. approach which is "more than design" or "print".

Use our creative process identify the right purpose and message and then create striking visuals targeted at the most appropriate audience likely to engage. We can help you choose the best delivery channel to increase your communication effectiveness.

When creating products for printing we are available to help determine the production and delivery process and how it will impact the overall campaign. We will also look for ways to help you cut cost where possible.

## Our Commitment

Every professional within our sphere of support has the DNA to make a difference. When you choose agent for your team you can trust they will be dedicated to helping you achieve your business goals and will work diligently to push the expectation bar higher every time.

## Already in the creative game.

We are flexible and available to support you in the whatever way best suites your specific creative, print or distribution needs.

Interested, give us a call or send us an email.

PUBLISHED: 2019-07-16



13602 N. 44th St., 163  
Phoenix, Arizona 85032



[processing@degraffics.com](mailto:processing@degraffics.com)



623-869-6720



# Terms and Conditions

## 100% Custom & 100% Accountable

Since your order is customized to your exact specifications be sure to verify all ordering information prior to approving or purchasing. Once an order is approved and released for production it is costly to stop the wheels in motion. Please make sure you are 100% satisfied with all parts of your order before sending it to print or approving art for final preflight/distribution.

## Artwork and Proofing

Creative requests for artwork are processed separately from print requests. All creative work requires review and final approval before being released for use. Once approved, the final version (Approved Draft) artwork will be processed through our preflight/prepress service and a final distribution ready file made. If the request has additional print or distribution services requirements, both the artwork and the following services will be billed at this time. Once payment is received the file will be released for use and queued with production/distribution.

During the creative process all proofs or support images, assets or texts are prohibited from use. Only the agreed to released file(s) are made ready for client use. Released artwork will be fixed in the final approved layout and made ready for distribution, not editing. If a client wishes to purchase the editable layout additional fees for fonts, images and use rights may be incurred.

To learn more about our creative services and fees contact Jason DeGraff.

## Payment Expectations:

Orders are expected to be paid for by credit card when orders are placed. For clients that have credit accounts, an invoice will be issued for payment by check due per the terms of their account.

## Turn-around Expectations:

Each product and service has its own set of standard expectations and requirements, so please be sure to confirm the them when placing your order.

In general, our standard turnaround time are:

- **Creative work:** 1-3 business days
- **Production:** 3-5 business days
- **Shipping:** business days

All orders must be approved before a scheduled turn-around is confirmed.

We practice a 24-hour approval submission collection process (cut-off is 11:00 AM MST daily) that allows us to pool the incoming approved projects into a stream-lined process. Our standard turn times are designed to keep our rates as low as possible. This practice helps us better schedule and allot resource usage in ways to help us save money, which ultimately helps you take advantage of lower prices.

We process incoming approvals in the order that they were received. Each approved order will be reviewed and scheduled accordingly to their requested service terms and production requirements. Once this review and schedule is set you will receive a confirmation that your order is confirmed and under way.

## Turn-around Options:

We offer a couple of turn-around option, depending on the specific product you're working with. There are in general three options to choose from:

### 1. Standard

Based upon a set of predetermined requirements and resources we are able to set a time-line that allows us to produce all received requests in a efficient and cost saving manner. We expect all standard turn time orders to come in and out of the production process as 100% correct and on-time; that is why we've set it as the standard.

### 2. Rush

Rush orders are bumped to the front of the incoming processing and scheduling line. It's like paying for an express pass to be the first in line on that awesome new adventure ride! The up-charge for this service is for prioritizing your work ahead of others and the added expense of additional allotting resources to expedite the completion of the project.

### 3. Super Rush

Super rush service is not available for all products, please see product details or speak with account manager for more details.

- Production window of 4 to 6 hours.
- Approval received and logged in our online system NLT 10:00 AM MST.
- Orders will be made available for plant specific pick-up by 4:00 PM.
- Orders for shipping, will be scheduled and dropped with carrier by 5:30 PM.
- Orders for local delivery, will be completed by 6:00 PM and scheduled per your delivery selection.

In general, the three turn times we offer are more than sufficient to satisfy most ordering needs, but every now and then, we get requests that have specific in-hand delivery requirements. We will do our best to accommodate these "exceptions to the rules" orders.

We do ask that when requesting In-hand by date delivery that the request be genuine, that it not become a standard practice for every order, and that we are not asked to compromise our ability to deliver a quality product.

## Must Have In-Hand by Requests

We understand tight deadlines, dropped balls and seize the moment opportunities... We're in the business and we've seen our share of them. That's why we know sometimes that the standard approach just doesn't cut it for your specific needs today. That's why we are more than willing to drop what we're doing and give you our full attention and effort to get done whatever is necessary to complete the task at hand.

Call it a fire drill, but when you need something now you need a provider that gets it! Let us know what you need, and we will work with you to meet your specific requirements.

The more complex an order is the more time it will require to be processed and completed, so give us notice as soon as you know something HOT in the works. Please allow us as much time as possible to ensure we can satisfy your request.

We reserve the right to produce rush/super rush orders on digital press equipment.

## Delivery Options:

Once your order is production complete it will be prepared for delivery. Standard delivery window is 10:00 AM - 3:00 PM; Same-day is extended to 4:30 PM. Deliveries will be confirmed once the order is in route. Deliveries will be scheduled with our local delivery service. We group all delivery orders together and the routed from the production facility to the provided destination address in the most efficient timing manner, excluding same day, see below for details.

If you need an order delivered by a specific time, please contact your account manager to discuss further options.

## Local Delivery Options:

- **Same-day** ..... \$35

Same-day local delivery must be production complete and ship ready by 10:00 AM MST the day it is to be delivered. Deliveries will be scheduled with our local delivery service. Orders will be routed from the production facility directly to the provided destination address. Delivery window is 11:00 AM - 4:30 PM.

- **Next Day** ..... \$15

Next -day local delivery must be production complete and ship ready by 5:00 PM MST the prior day to the delivery day.

- **Free Delivery**

Every Wednesday and Friday we offer Free local delivery. Orders must be production complete and ship ready by 5:00 PM MST the prior day to the delivery day. Orders for free local delivery service will grouped together and routed from the production facility to the provided destination address.

## Shipping Options:

Shipping time will be based on your production location and selected carrier. Once an order is release for shipment to the carrier, we are no longer responsible or have control over the care or timing of the order being delivered. Please see the selected carrier's delivery terms and insurance options.

## Available Carriers:

- UPS
- USPS
- FedEx
- National Freight

Shipping on a client's accounts is not available. We do offer blind shipping for those accounts that have a reseller status.

## Quality Satisfaction:

If your order does not get produced correctly, we will absolutely replace it with the corrected product. No changes will be accepted to art or ordering specifications.

If for any other reason you're not happy, please let us know and we will do our best to remedy the situation. If you believe your print job is defective or has not otherwise met your requirements please contact degraffics, IN WRITING via the email, within six (6) business days of receiving your order. If you do not contact us within this time frame, we will assume that your job was satisfactory upon receipt and will be under no obligation to provide a refund or reprint.

## Refund/Reprint Policy

Once you have contacted us, we will then have five (5) business days to determine if a reprint or refund is appropriate, or to advise you that more information is needed to process your inquiry. If we request additional information to verify an inquiry and it is not provided within a reasonable time, we will be under no obligation to provide a refund or reprint. If we determined that a product is in fact defective or has not otherwise met our obligations, one of the following two resolutions will be offered:

1. We will reprint the print job with rush production.

2. We will refund the original order price.

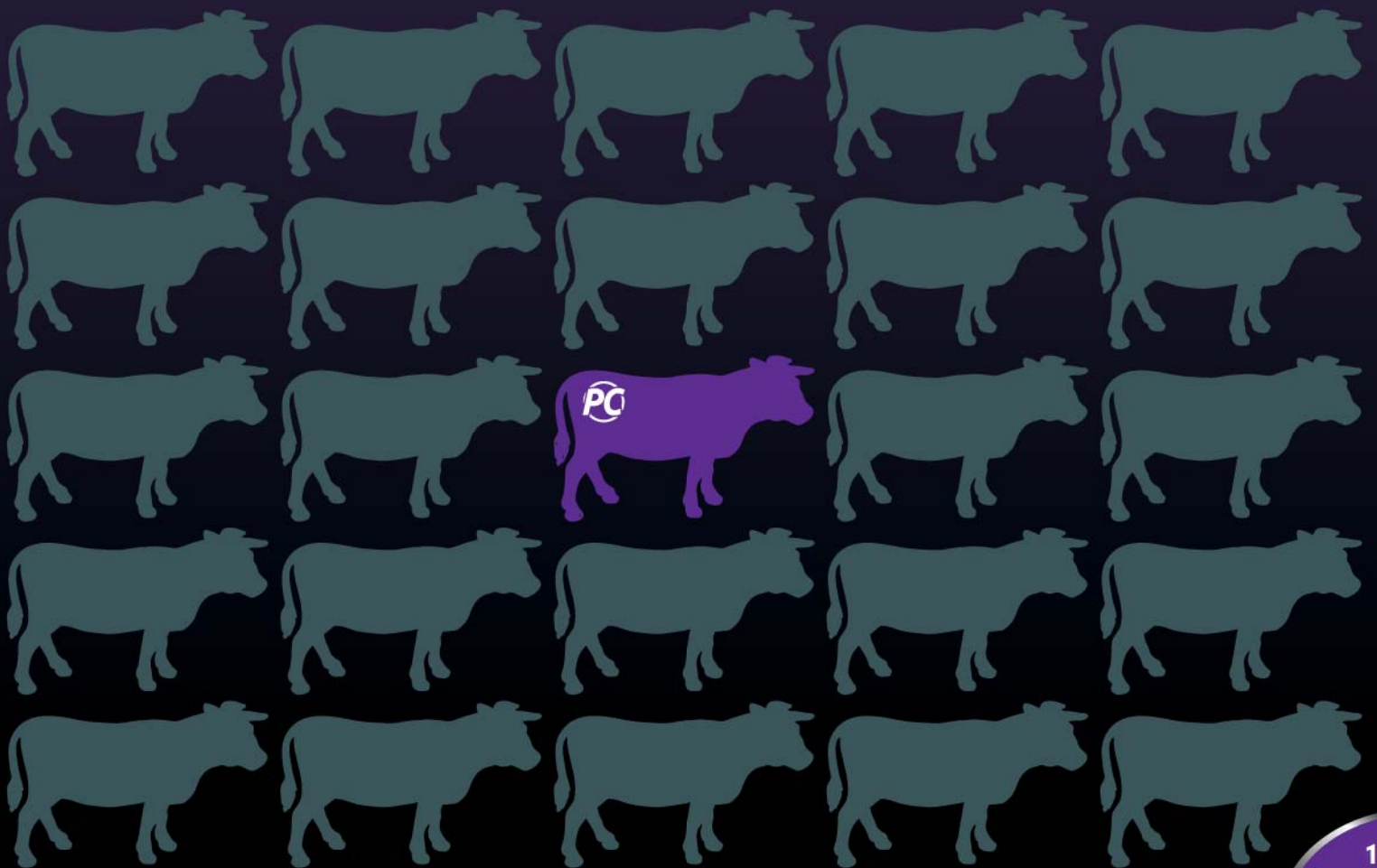
We reserve the right to request samples of any allegedly defective merchandise prior to either of the above resolutions being agreed to. We do not refund orders that have been approved by the customer, that have met the ordering specifications/industry standards and is in the possession of the customer or has been distributed.

We reserve the right to update and revise these terms and conditions without prior notice to reflect changes in our policies, services and/or in response to our customers' feedback. When we do make changes to this Policy, we will revise the "last updated" date at the top of these terms. Please make sure that you review it frequently as any time you place an order with degraffics the current terms and conditions will apply.





## *Branding*





## Branding

Brand identity is the customer perception or view of the company, and its wares. It encompasses how they value the products or services offered weighed against how they performance. Exceeding expectations improves the brand's ability to earn loyalty.


(ALSO CALLED STYLE GUIDES)

Your guide should establish who you are as a company and important key values. It sets the both the voice and the tone for the content you'll create, as well as, standards for key visual aspects your company will use to present your public image or identity.

## Branding Guides Starting At \$1295

A clear brand identity unifies an organization and ensures that everyone within it - shares the same understanding. A coherent brand identity is important as it provides the foundation from which the company communicates its mission daily.

The methodology in creating an identity suite is influenced heavily by the brand strategy. Utilizing a consistent practice that incorporates your logo and a compelling color scheme helps evoke the right thoughts, feelings and emotional values. Your collateral suite is one of the most important investments towards enabling your brand to communicate, connect and inspire.



LOGOS HELP:

- Identify Company
- Establish Consistency
- Increase Awareness
- Pique Interest
- Associate Values





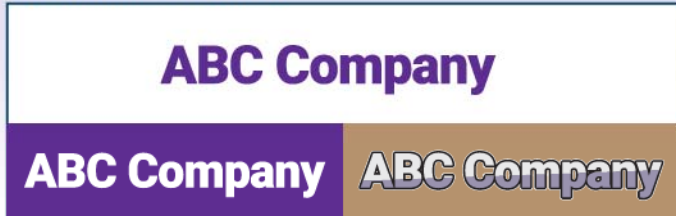
# LOGOS STARTING FOR \$99

## Ready to make your mark?

Get your professional and protected identity here

## Identity Marks

### WORDMARK/ LOGOTYPE



Wordmark - a distinct text-only logo with typographic treatment. Text-based vector logos are 2D and focus on font, sizing and color scheme.

### ICON/ LOGOMARK



Icon - a conceptual or symbolic logo used as a stand-alone identity asset. An icon can be a basic abstract shape or silhouette all the way up to a complex and highly detailed mascot illustration. One of the best reasons to use a logomark is to enhance brand identity.

### Identity Assets Built To Enhance Your Mission

<p><b>1 THE START-UP LOGO PACKAGE</b></p> <p><b>\$249</b></p> <ul style="list-style-type: none"> <li>Advanced Vector, Detail II</li> <li>3 draft concepts</li> <li>No charge revisions</li> <li>2 Year Unlimited Use</li> </ul> <p>Final files:</p> <ul style="list-style-type: none"> <li>1 CMYK EPS</li> <li>1 PNG</li> </ul> <p> </p> <p>Balanced Icon + Text    Advanced Vector    Accents &amp; Colors</p>	<p><b>2 THE PROFESSIONAL LOGO PACKAGE</b></p> <p><b>\$399</b></p> <ul style="list-style-type: none"> <li>Illustrated Vector, Detail II</li> <li>3 draft concepts</li> <li>No charge revisions</li> <li>Lifetime Unlimited Use</li> </ul> <p>Final files:</p> <ul style="list-style-type: none"> <li>1 CMYK EPS</li> <li>1 PNG</li> </ul> <p> </p> <p>Balanced Icon + Text    Illustrated Vector    Gradients &amp; Shading</p>	<p><b>3 THE ENTERPRISE LOGO PACKAGE</b></p> <p><b>\$749</b></p> <ul style="list-style-type: none"> <li>Illustrated Vector, Detail III</li> <li>5 draft concepts</li> <li>No charge revisions</li> <li>Lifetime Unlimited Use</li> </ul> <p>Final files:</p> <ul style="list-style-type: none"> <li>1 CMYK EPS</li> <li>1 PNG</li> </ul> <p> </p> <p>Balanced Icon + Text    Illustrated Vector    Gradients &amp; Shading</p>	<p><b>VECTOR GRAPHICS</b></p> <p><b>HAND DRAWN GRAPHICS</b></p> <p><b>ILLUSTRATIONS/MASCOTS</b></p>
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### Logo Doodles

**\$349.<sup>95</sup> ea.**

#### ENTERPRISE LOGO



#### INTERNATIONAL SPACE DAY



#### MILITARY APPRECIATION



ASK ABOUT

COPY RIGHT SERVICES

TRADEMARK SERVICES

## Now You Know

It is easy to jump online and grab an image or even take a previous proof your designer sent and use it in your blog post or other marketing efforts. **This is a BIG No-No!** You need permission to use a photo, logo and anything artistically created unless it is for editorial or information purposes, such as when the art is being referenced in a written article or being used as part of a comparative product statement. Without permission you are infringing on the copyrights of the artist or property owner.



# Brand Swagger

Great selection of promotional items, apparel and corporate gifts.



Drinkware



Office Essentials



Coasters



Magnets

## Promotional Items

## Embroidered Hats



### FlexFit 6297F

Colors: Black, Dark Grey, Navy, Red, Royal, White  
Sizes: S/M or L/XL

1-11	\$12.25
12-35	\$11.85
36-143	\$11.55
144+	\$10.99

### Embroidery

Size: 3.85" x 3.0"  
Colors: Charcoal Grey, White and Turquoise

As Low As  
**\$9.25 ea.**

## Patches

Starting at **\$4.25 ea.**

Patches are durable and made with the finest materials to ensure a professional, high-quality patch that will last a lifetime without fraying. Tested backing options make sure your patch stays put on a jacket, uniform, hat or wherever the iron-on, Velcro or tape backing can be properly applied.

Up to 7 colors included in your pricing.

Allow 14 business days for production from approval.

Minimum Order: 50 Patches

## Embroidery

## Screen Printing

Color(s)	24*	72	144	300+
Light	1 4.73 ea.	2.52 ea.	1.71 ea.	1.25 ea.
	2 6.98 ea.	3.58 ea.	2.22 ea.	1.60 ea.
	3 9.33 ea.	4.53 ea.	2.73 ea.	1.95 ea.
	4 11.92 ea.	5.56 ea.	3.52 ea.	2.36 ea.
Dark	1 6.41 ea.	3.05 ea.	1.94 ea.	1.35 ea.
	2 8.66 ea.	4.10 ea.	2.46 ea.	1.90 ea.
	3 11.04 ea.	5.04 ea.	2.97 ea.	2.04 ea.
	4+ 13.60 ea.	6.08 ea.	3.76 ea.	2.48 ea.

Additional Screens fee.....	\$25
Screen Re-burn.....	\$15
Individual name drop.....	\$6.20
Individual number drop.....	\$6.20
Fold and Bag.....	50¢
Un-Bagging (Cutter & Buck, OGIO, Etc.).....	20¢
PMS color match, per color.....	\$15
Color Change, per color.....	\$10

**EXAMPLE**  
ORDER: Dark Shirt, 2 color front + 2 color back  
Imprints: 144 shirts x 4.92 (2.46 x 2) = \$708.48  
Cost: \$708.48 + Cost of Apparel

\* 24 is the minimum number of items required for screen printing.  
Pricing is per side or position. So, front and back imprints would be 2x each

## Apparel & Accessories



### Youth T-Shirt

Heavy Cotton

Apparel Code: G500B

Color: GRAPHITE HEATHER

Size: L

Pricing includes both:

Dark shirts & 2 Imprints, front only

12 = \$283 (23.59 ea.)

24 = \$336 (14.00 ea.)

72 = \$612 (8.50 ea.)

### Everyday T-shirts & More

Hanes 5280  
Comfort Soft Cotton

	Size	24*	36	144+
Light	S - XL	4.60	4.26	4.11
	2XL - 6XL	12.11	11.22	10.58
Dark	S - XL	5.1	4.39	4.26
	2XL - 6XL	13.35	11.52	11.14



### Bella + Canvas Tanks

Athletic Heather, Black  
Dark Grey Heather, Navy  
Red, Teal, True Royal, White

Size	12*	36	72	144
S - XL	9.95 ea.	9.95 ea.	9.95 ea.	9.95 ea.
2XL	13.95 ea.	13.95 ea.	13.95 ea.	13.95 ea.

### Canvas Tote Reusable Shopping Bag

100% cotton canvas  
23.25" fabric straps  
Width: 14.5  
Length: 15.5  
Depth: 7

12*	\$6.98 ea.
36	\$6.28 ea.
72	\$5.68 ea.
144	\$4.98 ea.



Pricing is subject to change without notice. All orders will be estimated upon receipt.





## *Creative Support*





## Creative Vision with an intended purpose

### You can't print an idea before you undergo the creative process.

1. Establish the creative direction and budget.
2. Create or source quality images and great content.
3. Build a document that meets brand standards and properly presents a compelling display of the provided images and content.
4. Ensure your document is not just visually sound but it's output ready for whatever specific distribution or printing method is required.

By the time a document is sent to production or distributed it's too late to fix concept, content, or layout issues. Adhering to our tried-and-true creative process so you too can help avoid costly after-the-run errors and the embarrassment.

**When you need more than pretty pictures, we're your complete creative solution!**

CONCEPT CONTENT IMAGES SPECS



## ARTWORK BUILT TO MEET OUTPUT SPECS

**With so many wide-ranging production methods there is no one art file to rule them all.**

### BUILT FOR DIGITIZING

Digitizing is the process specific for converting existing artwork into a stitch file that an embroidery machine can sew on a garment.

### BUILT FOR SPOT COLOR SEPARATIONS

A vector file is a small, scalable, and editable image. When building a file for screen printing, pad printing, and spot color offset printing vector artwork must be separated into individual color plates. These plates are different when compared to CMYK separations. The use of Pantone Color, in general, means there is a single-color imprint/plate requirement.

### BUILT FOR CMYK PRINTING

CMYK refers to the primary colors of pigment: Cyan, Magenta, Yellow, and Black. These are the inks used on the press in "4-color process printing", commonly referred to as "full color printing" or "four color

printing". Printing converts the artwork into plates and by layering different amounts of cyan, magenta, yellow and black ink to produce a final printed product.

Your colors look different on screen than in print because printing uses the CMYK color profile while computers display RGB color values. When using CMYK there are fewer color possibilities. It is important to use CMYK when creating a design for print to ensure your desired colors translate correctly from the computer to the printed product.

### BUILT FOR RGB USE

Creating art for use electronic display, or anything with a screen, you will want to use RGB colors. RGB is a device-dependent color and may vary from manufacturer to manufacturer.

When converting RGB to CMYK you will see color loss. ■■



Let's jump inside the creative process to see who does what and how together they work to deliver creative success.



## Creative Direction

When you need help to determine your project requirements and goals, ask for our Creative Director to help.

The Creative Director works with you to create a blueprint for your project and determine how your style guide, business goals and marketing objectives will be incorporated.

As your creative director, we will work with your creative team to ensure your projects meet our creative process standards and preliminary budget requirements.

If you don't have a team in place, a Creative Director is available to organize one for you.



## Content Creation

Having an establish blueprint makes creating content easier, or at least easier to understand what project goals are and how the content will be used within the creative scope.

Any combination of words and images can tell a story! But a talented Content Specialist can help you craft a story more focused on accomplishing the goals of your project.

Creating content for sales requires a unique selling proposition and an effective call-to-action to turn interested parties to the happy customers.

### Content Creation Steps:

1. Draft Initial Concept
2. Review concept for grammar, spelling, guide compliance, and benchmark/ goal accomplishment
3. Revise concept for clarity and goal accomplishment
4. Approve content, released for insertion.! - Should be copy/paste or insertion ready.



## Preflight/Prepress

A designer can prepare their files for print, but few can take those files through the actual printing process. In most cases, their files print fine, but there are some issues, like transparencies, that are hard to detect and often missed. Our preflight process will eliminate your concerns by fixing the transparencies and other issues that may have otherwise been undetected. Preflight is a service that we included in every file we create, but it is also available for files you've create.

**Let us preflight your files for the cost of \$2.95 per page.**

After your files undergo our process you can rest easy knowing that they will print as you expect and as they've been designed.



## Graphics & Layout

A Structural Engineer is only successful if they use the right materials and apply proven practices to their intended build. Same goes for a graphic designer, the difference being designers require content and images be created specifically for the anticipated document.

Again, there is no one collection of content and single image that can be used to rule all documents. Content must be provided as insertion ready text and images (Photos or Graphics) to allow the artist the greatest opportunity for success and to stay within anticipated budget.

Designers are available to create original artwork and graphics, but this help is content support and needs to be address separately and prior to commencing layouts.

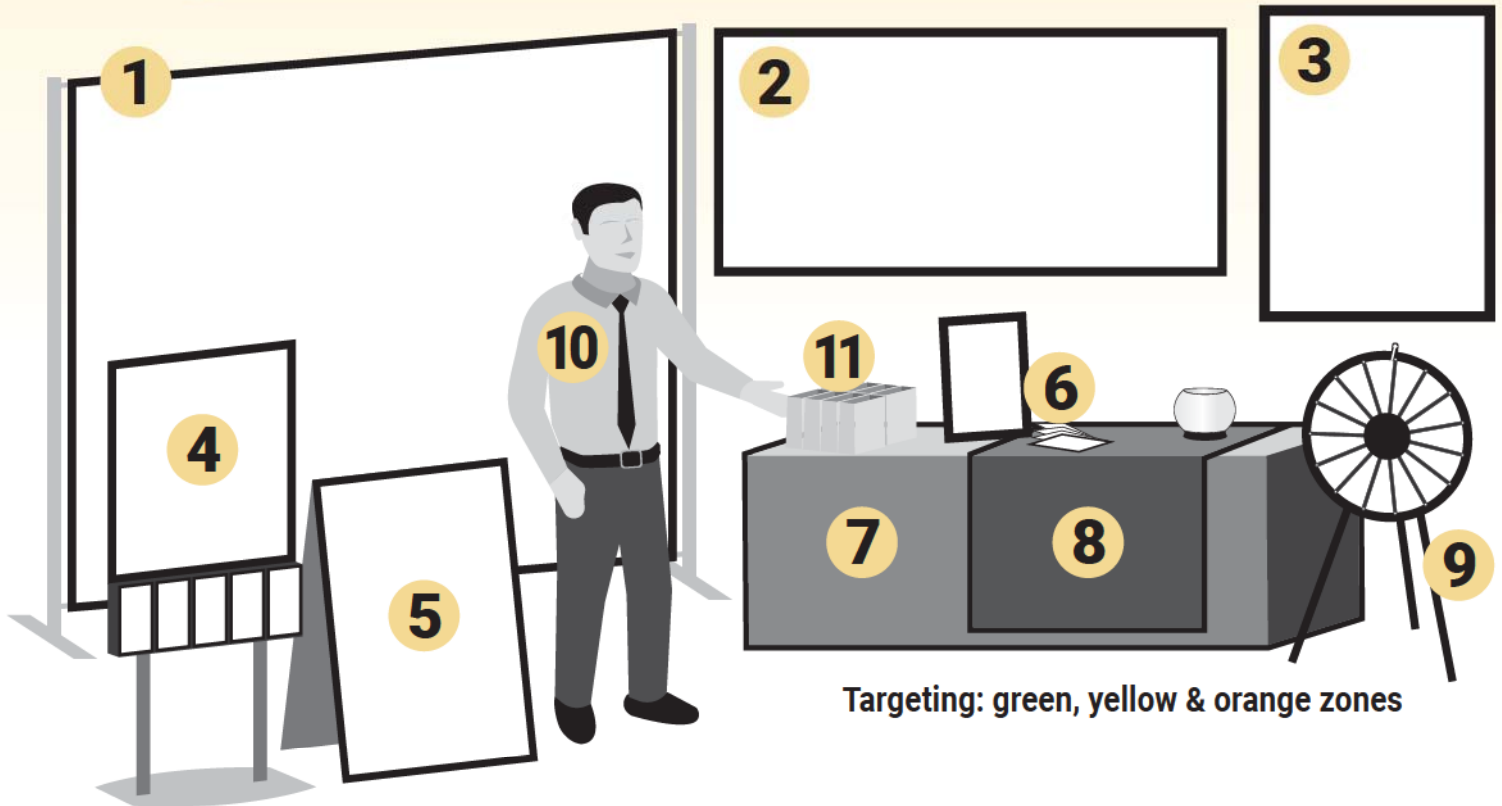


<i>Creative Director</i>	-	<i>\$125 per hr.</i>
<i>Content Specialist</i>	-	<i>\$95 per hr.</i>
<i>Senior Designer</i>	-	<i>\$85 an hr.</i>
<i>Junior Designer</i>	-	<i>\$55 an hr.</i>
<i>Design Apprentice</i>	-	<i>\$35 an hr.</i>





## Looking For Some Creative Direction? Check Out This Campaign Blueprint



### Prospective and Existing Customer Promotions

#### Targeting (Who):

Prospective new customers and existing customers

#### What:

Introduce new customers to potential products and services solutions. Promote additional products and services to existing customers.

#### Where:

Position visuals in primary traffic thorough way such as: Tradeshow booth, Sales Showroom, or Reception Office

#### When:

For tradeshows, time period will be set to the duration of the show. For non-show promotions, 1-week presentation on a Semi-Annual basis

#### Why:

1. Increase brand awareness
2. Increase prospective database
3. Convert prospects into customer for an increase in annual revenue
4. Convert prospects into immediate revenue

### Campaign Concept:

Use both, visual and physical touch points to draw new and existing customer into a conversation where products/services can be introduced. Offer information and promotions to educate and incentivize potential transaction opportunity.

#### Visuals touch points:

- |             |                 |
|-------------|-----------------|
| 1. Backdrop | 5. A-frame      |
| 2. Banner   | 7. Table Throw  |
| 3. Poster   | 8. Table Runner |

#### Physical touch points:

4. Brochure Rack
6. Table Display and Forms
9. Prize Wheel
- 10/11. Rep & Swag Bag

**Preliminary Campaign Cost: \$5784.45**

Potential Audience (1-3)

1000

Engagement I (4-5)

300  
30%  
Response rate

Engagement II (6-9)

100  
10%  
Response rate

Engagement III (10-11)

33  
3.3%  
Response rate

**Break-even**

12  
1.2%  
Response rate

Annual Transactions: 2500  
Average Transaction: \$500  
Annual purchases by customer: 4

Potential Secured: \$6K in new revenue  
Potential Revenue: \$200K

16% Potential  
Revenue Increase

# The Collateral Blueprint

## 1 Backdrop Banner with Telescoping Stand

This large 10' by 8' back drop to present brand and promotions key message to draw attention to promotion. Includes: 10ft X 8ft Telescopic Backdrop Stand with 8ft X 8ft 13oz vinyl Banner with 4" Pockets Top and Bottom

Creative: \$79  
Banner: \$175  
Hardware: \$249

## 2 Full Color Banner

This 96" by 36" banner is waterproof and durable for outdoor and indoor usage. Used to present brand and promotions key message to draw attention to promotion. Includes: grommets every 2' and 4 edges hemmed and hanging hardware kit.

Creative: \$59  
Banner: \$89  
Hardware: \$25 | SKU: KITCH24

## 3 Full Color Poster board

This 36" by 48" poster board is used to present brand and promotions key message to draw attention to promotion. Includes: printing front side on 3/8 white foamcor and grommets in top corners.

Creative: \$59  
Banner: \$81  
Hardware: \$25 | SKU: KITCH24

## 4 Poster Stand with Brochure Rack

This 22" by 28" double sided poster stand (67" Tall) comes with an adjustable acrylic brochure rack. Used to present brand and promotions key message to audience which can be called to action and information distributed via brochures/flyers.

Includes: 22" x 28" acrylic poster holder, 24" x 18" base and stand, plus 1 acrylic adjustable rack.

Creative: \$59  
Printing: \$47  
Hardware: \$479 | SKU: NMTBLK51

*Brochure creative/printing is not include, but available.*

## 5 A-Frame with Sign Inserts

This 24" by 36" A-frame is great for both indoor and outdoor use with a low-glare, matte appearance. Used to direct individuals to touch points and promotes incentives. Includes: 1 A-frame, 2, 3mm PVC inserts printed front side only.

Creative: \$59  
Insert: \$55 ea.  
A-frame: \$89

## 6 Table Top Display & Forms

The display outlines participation and offers incentives to provide contact and interest info. Form should capture as much information required to offer an appropriate solution but be able to be completed within 60 seconds. Includes: 2, 11x17 displays on foamcor plus easel backs. 250, b&w front only, 4.25" x 5.5" pad - 50 sheets per pad.

Display Creative: \$39      Form Creative: \$89  
Display Print: \$24.95      Form Print: \$467.50

## 7 Table Throw

This 100% polyester wrinkle resistant table throw is used to create a branded landing spot where prospects interact with promotions to received information and incentives.

Includes: 1, 8' table throw printed using a superior quality dye sublimation process on 9oz. premium polyester.

Creative: \$29  
Table Throw: \$379

## 8 Table Runner

This runner is a less expensive option if you don't need full table coverage. The runner' marketing purpose is the same as the throw. Includes: 1, 8' table throw printed using a superior quality dye sublimation process on 9oz. premium polyester.

Creative: \$29  
Table Throw: \$99

## 9 Prize Wheel

A great way to engage your audience and provide a reason for them to divulge personal information. The wheel has 15 slots where special offers or messages can be placed.

Includes: 1, 40" Prize Wheel with easel, 15 customized prize panels and branded panel. Panels printed using a superior quality dye sublimation process on 9oz. premium polyester.

Inserts Creative: \$149  
Inserts Printing: \$99 | SKU: SUPERBKUV  
Prize Wheel: \$799 | SKU: PWSUPERBLK

## 10 Representation

A talented sales or service professional is the most effective method to introduce and convert prospects into customers. Putting your representation into a branded uniform, see embroidered apparel, to raise your promotions credibility.

Labor: \$150 per day

## 11 Swag Bag

The gem of the promotion and most coveted you'll want the prospect to participate more for this time. The swag bag should contain both informational and promotional items that further the conversation, influence buying decision and increases brand awareness.

Consider items that will be applicable to your offerings and have a shelf life the extends your marketing for 3 - 6 months.

Budget: \$15 per bag (100 Bags)



# Photography

## \$295 PHOTO SHOOT



- Photographer on-site for scheduled 2-hour shoot
- Maximum of 10 items photographed\*
- 4-7 initial photos taken; One (1) final photo per item photographed included in pricing\*\*
- Upon completion, the client is granted unlimited use of purchased images for marketing purposes.
- Ownership of all images remain degraffics and are protected by copyright law to ensure no one other than the authorized users may publish images.
- Usage rights are effective once payment has been received and final photos are transferred.
- Clients may purchase copyright ownership for an additional \$100 per image.

\* Photo shoot is based upon maximum item count or 2-hour time limit; additional time is billed in 15-minute increments at \$100 per hour.

\*\* Additional images only \$15 ea.; Color retouch/editing not included, but available for only \$10 per photo.

### PHOTO SELECTION

Once the initial photos are taken the photographer will review all shots and determine the top 3 images. These 3 images will be presented to the client for review.

Once the client picks the one that they want the photographer will put the final selections into a final contact sheet and on a CD for the clients use.

### +PHOTOS/ RETOUCHING

During this process you may see additional images that you want.

Add additional item images for the low rate of \$15 per image.

Prior to completion is the most optimal time to retouch images. Your photographer will be able to adjust colors and cropping prior to the final release.

For the low cost of \$10 per image the photographer can adjust the image prior to completing the project.

### PHOTO RELEASE

Once the photographer completes the final contact sheet and the project is paid for in full the client will receive all purchased images in JPG format, at maximum resolution, and in the original RGB color setting (unless retouching was provided).

The client is granted unlimited use rights to reproduce the image for any marketing purpose.

The ownership of the copyright will remain the property of degraffics. Please report any unauthorized use of your images.

### STOCK PHOTOS

Stock photography is available at \$2.<sup>50</sup> per credit:

Resolution*	RAW Size*	Output Size*	Credits*
JPG   450 x 300 px	0.39 MB	6.25" x 4.17" (72 dpi)	1
JPG   847 x 565 px	1.37 MB	11.76" x 7.85" (72 dpi)	2
JPG   1678 x 1119 px	5.37 MB	5.59" x 3.73" (300 dpi)	3
JPG   2508 x 1672 px	12 MB	8.36" x 5.57" (300 dpi)	4
JPG   3831 x 2555 px	28 MB	12.77" x 8.52" (300 dpi)	5
JPG   5129 x 3420 px	50.19 MB	17.1" x 11.4" (300 dpi)	6
TIFF   7240 x 4828 px	100.01 MB	24.13" x 16.09" (300 dpi)	10
EPS   Scale to any size	Vectors	Unlimited (EPS)	10
TIFF   7070 x 4715 px	100 MB	23.6" x 15.7" (300 dpi)	120
TIFF   9999 x 6667 px	200 MB	33.3" x 22.2" (300 dpi)	230
TIFF   12246 x 8166 px	300 MB	40.8" x 27.2" (300 dpi)	350

Visit: <https://degraffics.assetsdelivery.com>

\* Each stock image will have its own specific resolution, raw size, output size and credit cost. For exact details and costs, please visit our asset delivery site.











Standard Turn: 3 - 5 business days

### Flyers

Stock: 80# Gloss Text  
Colors: 4/0, 4/4  
Bleed: Yes, .125 in.

	3.67x8.5			8.5x5.5			8.5x11		
	4/0	4/4	4/0	4/4	4/0	4/4	4/0	4/4	4/0
100	\$25	\$32	\$29	\$39	\$42	\$61			
250	\$38	\$54	\$50	\$74	\$83	\$131			
500	\$61	\$93	\$83	\$131	\$149	\$245			
1000	\$105	\$169	\$149	\$245	\$283	\$474			

#### Upgrade to 80# Cover Stock

	4/0	4/4	4/0	4/4	4/0	4/4
100	\$27	\$34	\$33	\$42	\$49	\$67
250	\$44	\$60	\$58	\$83	\$101	\$148
500	\$72	\$104	\$100	\$148	\$183	\$279
1000	\$128	\$192	\$183	\$279	\$351	\$542

### Brochures

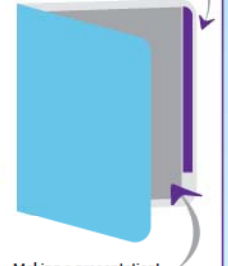
Colors: 1/1  
Bleed: None  
Stock: 24# Bond  
Colors: 4/4  
Bleed: Yes, .125 in.  
Stock: 80# Gloss Book  
Finish: Basic, bi/tri-fold

	8.5x11		11x17	
	1/1	4/4	1/1	4/4
100	\$53	\$99	\$67	\$155
250	\$64	\$165	\$95	\$285
500	\$88	\$277	\$146	\$504
1000	\$136	\$493	\$247	\$931

### Presentation File Folder

Size: 12 x 18  
Stock: 14pt. Gloss Cover  
Finish: Crease for 8.5 x 9.5 close  
Colors: 4/1, 4/4  
Bleed: Yes, .125 in.

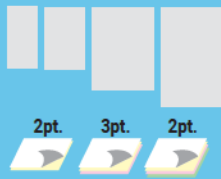
	9.5 x 12	
	4/1	4/4
100	\$80 <sup>ea</sup>	\$1.16 <sup>ea</sup>
250	\$56 <sup>ea</sup>	\$89 <sup>ea</sup>
500	\$45 <sup>ea</sup>	\$76 <sup>ea</sup>
1000	\$39 <sup>ea</sup>	\$60 <sup>ea</sup>
2500	\$35 <sup>ea</sup>	\$60 <sup>ea</sup>
5000	\$31 <sup>ea</sup>	\$54 <sup>ea</sup>



Making a presentation!  
Put your important documents  
inside a custom file folder.

### Carbonless Forms

Stock: NCR Multi-part  
Sheets Count: 2pt., 3pt., 4pt.  
Colors: 1/0  
Bleed: None



	8.5x5.5			8.5x11			8.5x14		
	2pt	3pt	4pt	2pt	3pt	4pt	2pt	3pt	4pt
100	\$55	\$61	\$68	\$59	\$69	\$78	\$73	\$92	\$111
250	\$69	\$84	\$101	\$80	\$104	\$128	\$115	\$161	\$210
500	\$92	\$124	\$166	\$115	\$162	\$221	\$184	\$278	\$385
1000	\$149	\$230	\$317	\$195	\$309	\$426	\$334	\$540	\$754

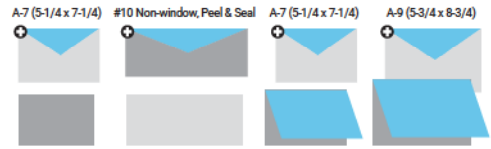
### Notebooks

Stock: 20lb. Bond/70lb. Uncoated Text  
Colors: 1/0, 4/0  
Bleed: None  
Sheets Count: 50 sheets per pad  
Backer: Chipboard

		3.4x2.75	3.67x8.5	4.25x5.5	8.5x5.5	8.5x11
Full DigiColor	Black & White	50	1.81	2.10	2.24	2.57
		100	1.41	1.82	1.98	2.33
		250	1.37	1.74	1.87	2.26
		500	1.29	1.70	1.84	2.22
		1000	1.27	1.66	1.82	2.20
		50	3.06	5.02	5.99	7.99
		100	2.75	4.54	5.53	7.55
		250	2.45	4.38	5.38	7.51
		500	2.33	4.28	5.35	7.43
		1000	2.31	4.23	5.30	7.41

### Greeting Cards

Stock: 111# Cover Stock  
Colors: 4/0 or 4/4  
Bleed: Yes, .125 in.  
Optional Finish: Bifold



### Add an Announcement Envelope

Stock: 70# Text, White  
Colors: Black, front only  
Bleed: No

	5 x 7		9.25 x 4		Fold: 5 x 7		Fold: 8.5 x 5.5	
	4/0	4/4	#10	4/0	4/4	A-7	4/0	4/4
25	5	6	24	5	7	27	10	16
50	9	12	30	10	14	36	20	32
100	17	24	43	20	27	56	40	63
250	42	58	82	50	66	114	99	157
500	83	116	147	99	132	210	198	314
1000	165	231	277	198	264	403	396	627
2500	413	578	667	495	660	982	990	1568

Reach Beyond The Ordinary With  
**DigiQuik™ | Printed Products**

Please let us know if you have a specific print project in mind... We'd be happy to help!

CREATE



PRINT



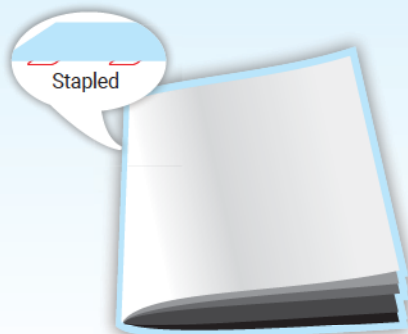
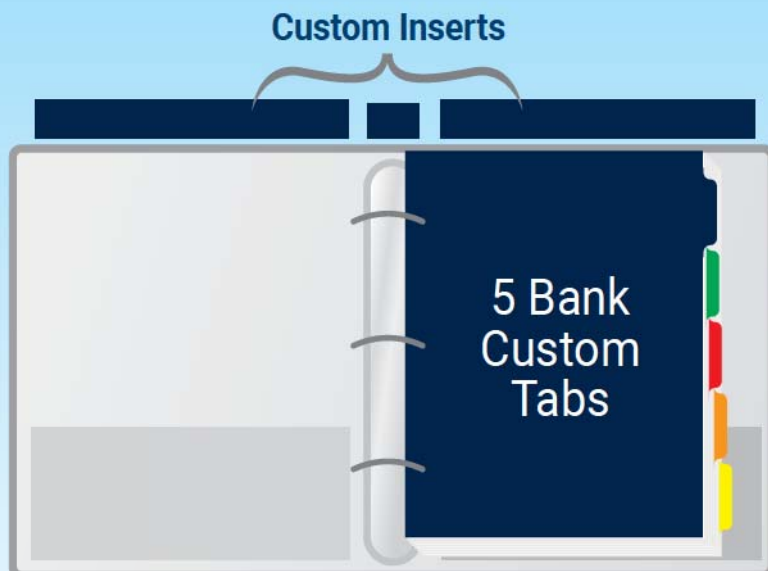
SEND



# Featured DigiQuik™ Bound Book Printing

## Binders with Tabs

Various sizes and colors available  
Custom cover and spine inserts  
Standard and custom tabs available  
Custom Tabs with mylar options  
Digital Printing with 3-hole punched stock  
Mixed Media and sheet sizes accepted  
Next Day Services Available in most cases



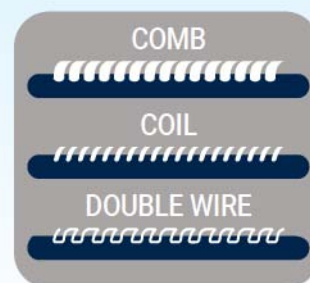
## Saddle-Stitched

Self-cover and thick cover options  
70# gloss book standard for pages  
100# cover available for thick cover  
Black & White and full color options  
8 page minimum  
Built in 4-page increments  
Maximum 52 pages



## Perfect Bound

Self-cover and thick cover options  
80# book standard for pages  
100# cover available for thick cover  
Black & White and full color options  
36 page minimum  
Maximum 92 pages  
Minimum: 50 books



## Other Bindings

Great for mixed media books  
Variety of sizes and colors available  
Various cover options  
No Minimum Pages  
No Minimum Quantity

## DigiQuik™ Book Printing

Standard size: 8.5" x 11"

Colors: 1/0, 1/1, 4/0, 4/1, 4/4

Bleed: None

Standard Turn: 3 - 5 business days

Rush Turn: 2 - 3 business days

Super Rush: 4 - 6 hour

## Imprint Pricing

QTY	1/0	1/1	4/0	4/1	4/4
1000	6¢	9¢	25¢	31¢	50¢
2500	4¢	7¢	22¢	25¢	44¢
5000	3¢	6¢	19¢	22¢	38¢
10000	2.5¢	5¢	18¢	20.5¢	36¢
25000	1.8¢	3.6¢	16¢	17.8¢	32¢

Legal and tabloid size prints are 2x the cost listed.

## Available Stocks:

20# Bond.....	2¢
28# Laser.....	4¢
70/80# Uncoated/Gloss Text .....	5¢
80# Uncoated/Gloss Cover.....	9¢
100# Gloss Text .....	6¢
100# Uncoated/Gloss Cover.....	11¢
14pt. Uncoated/Matte/Gloss Cvr .....	15¢

## Bindings

Small Coil, Comb, Wire .....	1.45
Medium Coil, Comb, Wire .....	1.95
Large Coil, Comb, Wire .....	2.95
Laminated or Clear/Vinyl Covers .....	1.95
Perfect Bind, 50 book min. ....	2.49
Saddle-stitched .....	.50
Hand Stapled Sets .....	.10
Machine Stapled Sets.....	.03

## Tabs/Binders

Custom Tabs (*35 set-up, 100 set min.) .....	.75 per tab
Standard Tab with black print .....	.59 per tab
Binders.....	2.95 - 9.95
Binder Inserts.....	2.49
Hand Inserted/Folded pages.....	.25
Binder Stuffing .....	.45

Let Us Put Your Important Business  
Manuals and Booklets On-demand.

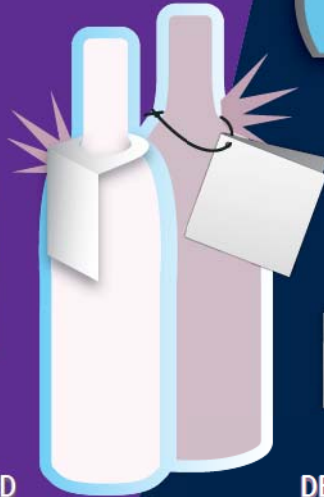
**One Click - They Ship!**

# Hang Tags & Die Cut Neckers

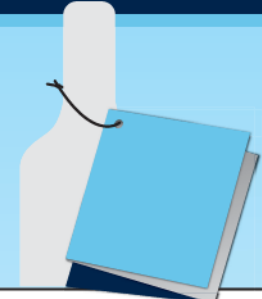
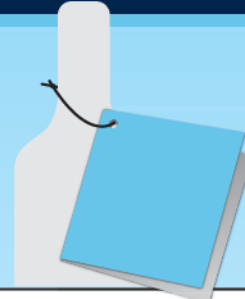
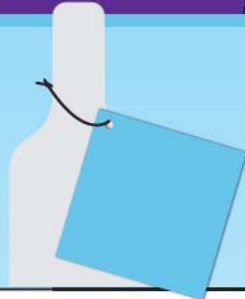
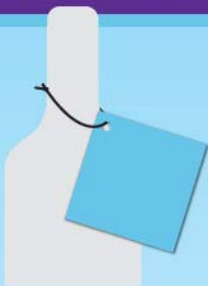
DigiQuik™ | Beverage Marketing



DESIGN + PRINT + ELASTIC STRING + BUNDLED



DESIGN + PRINT + EXISTING DIES + SHRINK WRAP



## 2" HTag-e

111# Gloss Cover  
3" Elastic Loop

QNTY	4/0	4/1	4/4
500	0.111	0.113	0.122
1000	0.109	0.111	0.12
2500	0.101	0.103	0.111
5000	0.093	0.095	0.103
10000	0.085	0.087	0.094
15000	0.077	0.079	0.085
25000	0.069	0.071	0.076
50000	0.066	0.067	0.073
75000	0.063	0.064	0.069
100000	0.06	0.061	0.066

## 3" HTag-e

111# Gloss Cover  
3" Elastic Loop

QNTY	4/0	4/1	4/4
500	0.144	0.148	0.163
1000	0.142	0.146	0.16
2500	0.132	0.135	0.149
5000	0.121	0.124	0.137
10000	0.111	0.114	0.125
15000	0.1	0.103	0.113
25000	0.09	0.092	0.102
50000	0.086	0.088	0.097
75000	0.082	0.084	0.092
100000	0.078	0.079	0.088

## 3" Bi-fold HTag-e

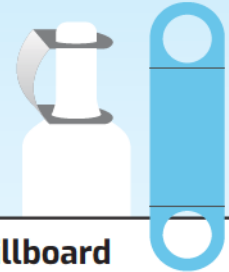
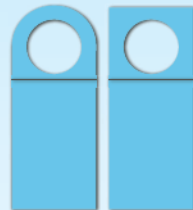
80# Gloss Cover  
3" Elastic Loop

QNTY	4/0	4/1	4/4
500	0.207	0.211	0.244
1000	0.204	0.208	0.241
2500	0.189	0.193	0.223
5000	0.174	0.178	0.205
10000	0.159	0.162	0.188
15000	0.144	0.147	0.17
25000	0.129	0.132	0.152
50000	0.123	0.126	0.145
75000	0.117	0.12	0.138
100000	0.111	0.114	0.131

## 3" Tri-fold HTag-e

80# Gloss Cover  
3" Elastic Loop

QNTY	4/0	4/1	4/4
500	0.233	0.243	0.289
1000	0.229	0.24	0.284
2500	0.212	0.222	0.264
5000	0.196	0.205	0.243
10000	0.179	0.187	0.222
15000	0.162	0.169	0.201
25000	0.145	0.152	0.18
50000	0.138	0.145	0.172
75000	0.132	0.138	0.163
100000	0.125	0.131	0.155



## Small Couponer

80# Gloss Cover  
Die cut w/ tear-away perf

QNTY	4/0	4/1	4/4
500	0.454	0.454	0.454
1000	0.233	0.233	0.243
2500	0.109	0.113	0.13
5000	0.097	0.101	0.116
10000	0.07	0.074	0.088
15000	0.064	0.067	0.079
25000	0.057	0.06	0.071
50000	0.055	0.057	0.068
75000	0.052	0.054	0.065
100000	0.049	0.052	0.061

## Medium Couponer

80# Gloss Cover  
Die cut w/ tear-away perf

QNTY	4/0	4/1	4/4
500	0.466	0.466	0.472
1000	0.248	0.255	0.285
2500	0.175	0.181	0.209
5000	0.133	0.139	0.164
10000	0.119	0.125	0.148
15000	0.109	0.114	0.135
25000	0.097	0.102	0.12
50000	0.092	0.097	0.115
75000	0.088	0.092	0.109
100000	0.083	0.087	0.103

## PUF BiFold Couponer

80# Gloss Cover  
Die cut w/ tear-away perf

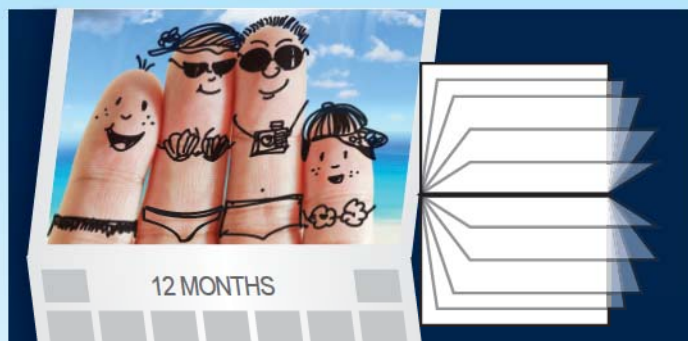
QNTY	4/0	4/1	4/4
500	0.503	0.517	0.578
1000	0.316	0.33	0.389
2500	0.237	0.25	0.306
5000	0.206	0.218	0.269
10000	0.189	0.2	0.246
15000	0.17	0.18	0.222
25000	0.152	0.161	0.199
50000	0.145	0.154	0.19
75000	0.138	0.146	0.18
100000	0.131	0.139	0.171

## The Billboard

80# Gloss Cover  
Die cut w/ tear-away perf

QNTY	4/0	4/1	4/4
500	0.53	0.548	0.62
1000	0.343	0.36	0.431
2500	0.262	0.278	0.344
5000	0.242	0.256	0.317
10000	0.221	0.234	0.29
15000	0.2	0.212	0.262
25000	0.179	0.19	0.235
50000	0.171	0.181	0.224
75000	0.163	0.172	0.213
100000	0.154	0.163	0.202





## 12 Month Calendar

Available Sizes: 8.5" x 11" or 8.5" x 5.5"

Cover Stock: 100 lb. gloss cover; Inside Stock: 100 lb. gloss book

Finish: Saddle-stitched; Folded: Bi-fold Half

Colors: Digital color, both-sides

Standard Turn: 5-7 Business Days

QTY	8.5x5.5	QTY	8.5 x 11
10	4.73 ea.	10	7.26 ea.
25	4.60 ea.	25	6.99 ea.
50	4.05 ea.	50	6.71 ea.
100	3.93 ea.	100	6.44 ea.
250	3.80 ea.	250	6.16 ea.
500	3.55 ea.	500	5.61 ea.
1000	3.30 ea.	1000	5.06 ea.



## Year @ a Glance Calendars

Standard size: 8.5 x 11 or 11" x 17"

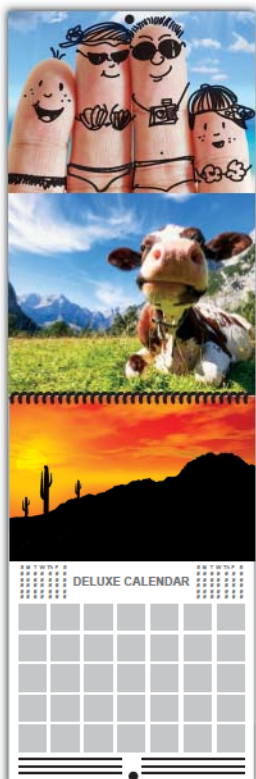
Stock: 14pt gloss cover

Colors: Digital color, front-only

Standard Turn: 3-5 Business Days

QTY	8.5 x 11	QTY	11 x 17
10	61¢ ea.	10	90¢ ea.
25	59¢ ea.	25	86¢ ea.
50	57¢ ea.	50	83¢ ea.
100	55¢ ea.	100	79¢ ea.
250	54¢ ea.	250	76¢ ea.
500	50¢ ea.	500	69¢ ea.
1000	47¢ ea.	1000	63¢ ea.

Image can be a whopping 24"



## Mega Wow Photo Calendar

Available Size: 36" x 12"

Stock: 14pt gloss cover

Colors: Digital color, both-sides

Finish: Coiled, Top Short Edge .

Standard Turn: 7-10 Business Days

QTY	12 mo.	18 mo.	24 mo.
10	\$16.74 ea.	\$24.46 ea.	\$32.18 ea.
25	\$15.47 ea.	\$22.61 ea.	\$29.74 ea.
50	\$14.20 ea.	\$20.75 ea.	\$27.30 ea.
100	\$12.93 ea.	\$18.90 ea.	\$24.87 ea.
250	\$11.67 ea.	\$17.05 ea.	\$22.43 ea.
500	\$11.09 ea.	\$16.12 ea.	\$21.21 ea.
1000	\$10.40 ea.	\$15.12 ea.	\$19.99 ea.

### Additional Options:

3/16" Eyelet for hanging, \$10 set-up, 5¢ ea.

Shrink Wrap/Bagging, \$5 set-up, 50¢ ea.

Add Special Date Msg., \$5 Set-up, 25¢ ea.

*Personalize Your Greetings*



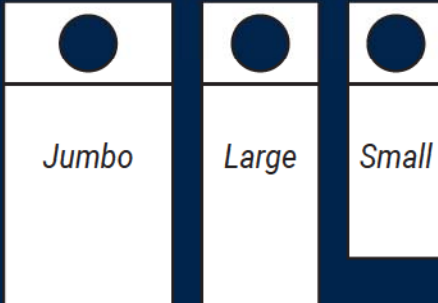
**Add Special Dates  
Or Event Reminders**



**Calendars Make  
Great Fundraising Products**

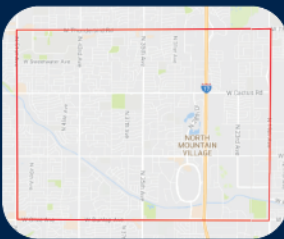
## Targeted Geography or Location Specific Marketing

### Door Hangers



Stock: 100lb. Gloss Cover  
Available Colors: 4/0, 4/1, 4/4  
Turn: 3 - 5 Business Days

	3.65 x 8.5			4.25 x 11			5.5 x 17		
	4/0	4/1	4/4	4/0	4/1	4/4	4/0	4/1	4/4
250	154	156	172	172	175	195	225	231	276
500	297	301	330	330	363	380	317	329	416
1000	350	357	413	415	426	510	499	522	690
2500	500	517	645	750	776	969	1075	1127	1512
5000	849	881	1115	1256	1304	1654	1866	1960	2663
10000	1499	1557	1979	2166	2252	2885	3283	3455	4720



### DOOR to DOOR Distribution

**24¢ per record**

Minimum of 2500 records

Schedule your delivery seven (7) business days prior to delivery day.

Security deposit required at time of scheduling.

Material must be received two (2) business days prior to delivery day.  
Maximum: 10,000 records per day.

#### Provided Requirements:

N., W., S., E. boundaries  
Map of target area  
Target Count and dwelling type

We are happy to help you collect the required  
**Target Area Maps, Data, or Counts, Lists**

**\$49.95 Target Zone/EDDM Mapping**

**\$99.95 GIS Data Mapping**

Mailing lists are available; quoted upon request

Please allow 24 to 48 hours for mapping requests to be processed.



EDDM POST CARDS	EDDM POST CARDS	EDDM POST CARDS
<b>55¢</b> MIN of 250 pcs. ea. <b>Direct Saver</b> 4.25" x 12" or 6.25" x 9" Post Card Printed Full Color, Both Sides, Full Bleed on 100# Gloss Cover.	<b>61¢</b> MIN of 250 pcs. ea. <b>Standard EDDM</b> 6" x 12" Post Card Printed Full Color, Both Sides, Full Bleed on 100# Gloss Cover.	<b>74¢</b> MIN of 250 pcs. ea. <b>Premium EDDM</b> 8.5" x 11" Post Card Printed Full Color, Both Sides, Full Bleed on 100# Gloss Cover.
FIRST-CLASS METERED	FIRST-CLASS METERED	FIRST-CLASS METERED
<b>60¢</b> MIN of 250 pcs. ea. <b>First-Class PC</b> 4" x 6" Post Card Printed Full Color, Both Sides, Full Bleed on 100# Gloss Cover.	<b>91¢</b> MIN of 250 pcs. ea. <b>First Class Large PC</b> 6" x 9" Post Card Printed Full Color, Both Sides, Full Bleed on 100# Gloss Cover.	<b>\$1.99</b> MIN of 250 pcs. ea. <b>Letters &amp; Envelopes</b> 8.5" x 11" Letter & #10 Standard Envelope Printed Full Color Front Only on Text Stock. Personalized Letter fit-fold, insert and sealed into personalized envelope.

Above pricing include printing, mailing service, and postage fees.

#### CURRENT POSTAGE RATES:

EDDM	First-Class Postcard	First-Class Letter
<b>19¢</b>	<b>35¢</b>	<b>55¢</b>

We offer Presorting and CASS Certification for mailings of 1000 records or more.

Let us lower your postage expenses using Bulk/ First-Class presorting solutions.





## *CMYK+ Press | Printed Products*





## Flyers

Size: 8.5 x 11  
Stock: 80# Gloss Book  
Coating: Gloss AQ  
Colors: 4/0, 4/4  
Turn: 3-5 Days  
Rush: 2-day

5

500			1000		
4/0	\$162	Shipping*	RUSH	4/0	\$164
4/4	\$180	\$13	+ \$49	4/4	\$203
					\$15
					+ \$55
2500			5000		
4/0	\$267	Shipping*	RUSH	4/0	\$375
4/4	\$296	\$26	+ \$80	4/4	\$403
					\$88
					+ \$109
10000			25000		
4/0	\$749	Shipping*	RUSH	4/0	\$1805
4/4	\$801	\$94	+ \$217	4/4	\$1924
					\$194
					NA

## Program

Size: 8.5 x 11  
Stock: 100# Gloss Cvr  
Coating: Gloss AQ  
Colors: 4/4  
Fold: Half-Fold  
Turn: 3-5 Days  
Rush: 2-day

5

500			1000		
	\$318	Shipping*	RUSH		\$359
		\$14	\$71		\$26
					+ \$77
2500			5000		
	\$542	Shipping*	RUSH		\$873
		\$50	+ \$115		\$88
					+ \$185
10000			25000		
	\$1606	Shipping*	RUSH		\$3791
		\$164	+ \$343		\$315
					NA

## Brochures

Size: 8.5 x 11  
Stock: 80# Gloss Book  
Coating: Gloss AQ  
Colors: 4/4  
Fold: Bi or Tri-Fold  
Turn: 3-5 Days  
Rush: 2-day

5

500			1000		
	\$199	Shipping*	RUSH		\$241
		\$13	+ \$49		\$15
					+ \$55
2500			5000		
	\$352	Shipping*	RUSH		\$491
		\$26	+ \$80		\$49
					+ \$109
10000			25000		
	\$951	Shipping*	RUSH		\$2262
		\$94	+ \$217		\$194
					NA

## Sales BiFold

Size: 11 x 17  
Stock: 100# Gloss Cvr  
Coating: Gloss AQ  
Colors: 4/0, 4/4  
Fold: Half-Fold  
Turn: 3-5 Days  
Rush: 2-day

7

500			1000		
4/0	\$604	Shipping*	RUSH	4/0	\$679
4/4	\$765	\$25	+ \$187	4/4	\$856
					\$40
					+ \$207
2500			5000		
4/0	\$1083	Shipping*	RUSH	4/0	\$1681
4/4	\$1138	\$86	+ \$270	4/4	\$1731
					\$270
					+ \$408
10000			25000		
4/0	\$2922	Shipping*	RUSH	4/0	\$6513
4/4	\$3119	\$270	+ \$736	4/4	\$7147
					\$616
					NA

## Check Insert

Size: 3.67 x 8.5  
Stock: 80# Gloss Book  
Coating: Gloss AQ  
Colors: 4/0, 4/4  
Turn: 3-5 Days  
Rush: 2-day

2

500			1000		
4/0	\$112	Shipping*	RUSH	4/0	\$120
4/4	\$123	\$10	+ \$33	4/4	\$128
					\$11
					+ \$35
2500			5000		
4/0	\$149	Shipping*	RUSH	4/0	\$208
4/4	\$156	\$14	+ \$43	4/4	\$214
					\$16
					+ \$58
10000			25000		
4/0	\$388	Shipping*	RUSH	4/0	\$925
4/4	\$401	\$28	+ \$109	4/4	\$949
					\$65
					NA

## Rack Card

Size: 4.25 x 11  
Stock: 100# Gloss Cvr  
Coating: UV Flood  
Colors: 4/0, 4/4  
Turn: 5-7 Days  
Rush: 2-day???

3

500			1000		
4/0	\$125	Shipping*	RUSH	4/0	\$138
4/4	\$154	\$13	+ \$41	4/4	\$172
					\$15
					+ \$45
2500			5000		
4/0	\$240	Shipping*	RUSH	4/0	\$337
4/4	\$276	\$27	+ \$72	4/4	\$442
					\$40
					+ \$115
10000			25000		
4/0	\$741	Shipping*	RUSH	4/0	\$1727
4/4	\$879	\$67	+ \$229	4/4	\$2112
					\$143
					NA

## Notepads

Stock: 70LB Uncoated Text  
Colors: 4/0  
Bleed: Yes, .125 in.  
Sheets Count: 50 sheets per pad  
Backer: Chipboard  
Turn: 3/5 business days



4.25 x 5.5				8.5 x 3.5				4 x 6				8.5 x 5.5				8.5 x 11			
QTY	PER	SHIP		QTY	PER	SHIP		QTY	PER	SHIP		QTY	PER	SHIP		QTY	PER	SHIP	
50	4.02 <sub>ea.</sub>	11		50	4.48 <sub>ea.</sub>	11		50	5.86 <sub>ea.</sub>	11		50	6.32 <sub>ea.</sub>	11		50	8.72 <sub>ea.</sub>	12	
100	2.91 <sub>ea.</sub>	13		100	3.19 <sub>ea.</sub>	12		100	3.61 <sub>ea.</sub>	13		100	4.16 <sub>ea.</sub>	13		100	5.65 <sub>ea.</sub>	24	
250	2.34 <sub>ea.</sub>	34		250	2.54 <sub>ea.</sub>	23		250	3.08 <sub>ea.</sub>	34		250	3.24 <sub>ea.</sub>	35		250	4.02 <sub>ea.</sub>	58	
500	1.89 <sub>ea.</sub>	58		500	2.08 <sub>ea.</sub>	46		500	2.39 <sub>ea.</sub>	58		500	2.38 <sub>ea.</sub>	59		500	3.33 <sub>ea.</sub>	115	
1000	1.37 <sub>ea.</sub>	115		1000	1.68 <sub>ea.</sub>	80		1000	1.80 <sub>ea.</sub>	115		1000	1.83 <sub>ea.</sub>	116		1000	2.80 <sub>ea.</sub>	194	

### Common Sizes:

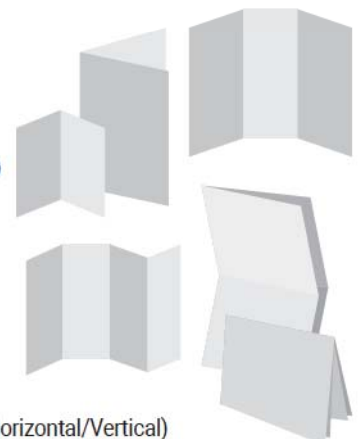
1. 4.25 in. x 5.5 in.
2. 3.67 in. x 8.5 in.
3. 4.25 in. x 11 in.
4. 5.5 in. x 8.5 in.
5. 8.5 in. x 11 in.
6. 8.5 in. x 14 in.
7. 11 in. x 17 in.
8. 12 in. x 18 in.

### Available Stocks:

- 100# Dull with Satin Aqueous
- 100# Gloss Book with Aqueous
- 100# Gloss Cover with Aqueous
- 70# Premium Uncoated Text
- 80# Gloss Book with Aqueous

### Available Folds:

- Accordion Fold
- Half-fold (Horizontal/Vertical)
- Roll Fold
- Tri-Fold/Letter Fold
- Z-Fold
- Gatefold
- Double Parallel Fold
- French Fold
- Half-Fold to Tri-Fold
- Half-Fold with Perf on Fold (Horizontal/Vertical)



## Stickers

Create memorable marketing campaigns with full color Stickers and Bumper Stickers. Stickers are the perfect way to brand boxes, bags and retail products.

### 70lb Sticker with split liner

Permanent adhesive  
Intended for indoor use  
Bleed is our standard 0.125"

### 4mil White Vinyl

4mil White Vinyl Stickers are durable than paper stickers, withstanding outdoor elements and featuring greater tear-resistance.

Permanent adhesive  
Intended for outdoor use  
Bleed is our standard 0.125"

### Bumper Stickers

Bumper Stickers adhere easily to bumpers and have the strength to withstand a variety of environmental conditions.  
Bleed is 0.5" on all sides of your artwork; do not add crops.

### Available Sizes

1.5 x 2.5	2.5 x 2.5	3.667 x 8.5	4.25 x 6
1.5 x 3.5	2.5 x 3	4 x 12	5 x 7
1.75 x 3.5	2.5 x 3.5	4 x 4	5.5 x 2.125
2 x 2	2.75 x 4.25	4 x 6	5.5 x 8.5
2 x 3	2.75 x 8.5	4 x 8	6 x 9
2 x 3.5	3 x 10	4 x 9	8.5 x 11
2 x 4	3 x 4	4.25 x 11	8.5 x 2.75
2 x 8	3 x 5	4.25 x 2.75	8.5 x 3.667
2.125 x 3.375	3 x 6	4.25 x 3.667	8.5 x 5.5
2.125 x 5.5	3.667 x 4.25	4.25 x 5.5	

## Roll Labels

Roll Labels are great for packaging and promotions and they are printed on high tech digital equipment. Use them on bottles, as warning labels, or for branding. With different stock options, you will never run out of uses.



**Available Stocks:**  
70# Eggshell  
Bright Silver Metallic  
Clear BOPP  
White BOPP

Sizes Range from 1 x 1 up to 6.5 x 6.5 / 4 x 7 inches.

NOTE: There's no option for square corners on any of our Roll Labels. All square and rectangle shapes come standard with rounded corners. Bleed is different for Roll Labels than for our normal stickers.



### 2.5" X 2.5" 70lb. Round Sticker + UV Coated

QTY	4/0	Rush	Ship
500	185	34	11
1000	198	38	12
2500	216	48	14
5000	293	72	15
10000	553	142	27
15000	780	214	38
20000	975	284	50
25000	1138	356	61

Turn: 5 - 7 Business Days

### 2" X 3.5" 70lb. Oval Sticker + UV Coated

QTY	4/0	Rush	Ship
500	197	44	11
1000	209	54	12
2500	224	76	14
5000	302	96	15
10000	568	183	27
15000	805	266	38
20000	989	350	50
25000	1143	430	61

Turn: 5 - 7 Business Days

### 4" X 12" 4Mil. Bumper Sticker + 3mil Gloss UV Lamination

QTY	4/0	Rush	Ship
50	225	NA	11
100	335	NA	12
250	527	NA	14
500	770	NA	15
1000	1338	NA	27

Turn: 7-10 Business Days

### 2" X 3.5" Bright Silver Metallic Roll Label Includes White Mask Ink

QTY	5/0	Rush	Ship
250	406	75	11
500	460	88	12
1000	497	100	14
2500	613	133	15
5000	858	189	15

Turn: 5 - 7 Business Days





**DigiQuik®**  
Business Cards

## DigiQuik™ Business Cards

Standard business cards are digitally printed, full color on our standard 14pt card stock. Your choice between Gloss, Matte/Dull or Uncoated stocks. Add some flare with rounded corners, \$20 per thousand.

Standard Turn: 2 day, Super Rush: 4 - 6 business hours.



QTY	2 DAY	SUPER	SHIP*
50	30	+10	8
100	32	+12	8
250	39	+15	8
500	52	+20	8
1000	80	+25	12
2500	179	+50	18



## CMYK+ Business Cards

Professional business cards with a Matte/Dull or Hi-Gloss UV Coating finish.  
Premium 16pt Cover Stock.  
Pricing includes:  
2-day rush & 2-day ship.



100	\$31
250	\$32
500	\$41
1000	\$48
2500	\$76
5000	\$127

Sku 16PT-BCCMYK-2X35  
Stock 16pt C2S Cover  
Finish Matte/Dull, High-Gloss  
UV Coat on Color Sides  
Colors 4/0, 4/1, 4/4  
Rush Turn 2 Business Days  
Shipping UPS Ground, Included



CMYK+  
Super-Uber Thick+  
Painted Edge

## Super-Uber Thick + Painted Edge

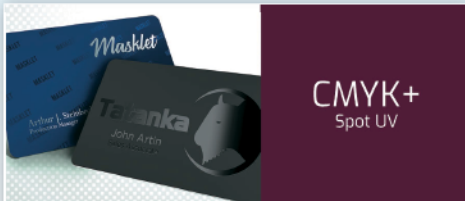
Almost three times thicker than traditional business cards.

Sku 32PT-SUBER-2X35  
Stock 32pt. Uncoated Cover  
Colors 4/0, 4/4  
Turn 3-5 Business Days  
Rush NA

EDGE Colors Black, Blue, Brown, Orange, Pink, Purple, Red, Turquoise, Yellow  
AND Metallic Inks: Blue, Gold, Green, Hot Pink, Orange, Purple, Yellow, or White (no print)

Upgrades Ship your cards in a Clear Plastic Case.

250		
4/0 = \$85	Shipping* \$5	Upgrade \$7
4/4 = \$111		
500		
4/0 = \$123	Shipping* \$6.50	Upgrade \$11
4/4 = \$139		
1000		
4/0 = \$214	Shipping* FREE	Upgrade \$22
4/4 = \$224		

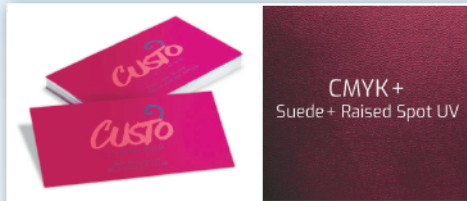


CMYK+  
Spot UV

## CMYK + Spot UV

Full color printing on our premium Matte/Dull finished 16pt cover stock gives an appealing non-shine look. Adding the clear glossy finish of Spot UV to a specific area can create a dramatic eye catching conversation starter.

Sku 16PT-BCMATTSU-2X35	500	\$41
Stock 16pt C2S Cover	1000	\$48
Finish Matte/Dull	2500	\$76
Spot UV Front, Back, Both-sides	5000	\$127
Colors 4/0, 4/1, 4/4		
Standard Turn 3-5		
Rush 2 day		
Shipping Included		



CMYK+  
Suede + Raised Spot UV

## CMYK+Suede+Raised Spot UV

Soft Touch Laminate, Suede on our premium 16pt cover stock gives an elegant feel to the touch and when combined with Raised Spot UV the dynamic contrast provides a liquid look that elevates your style and game.

SUEDE ONLY			S + RSU		
100	250	500	100	250	500
\$56	\$63	\$68	\$56	\$63	\$68
Shipping* \$5	Shipping* \$5	Shipping* \$5	Shipping* \$5	Shipping* \$5	Shipping* \$5
4/0 = \$27	4/0 = \$31	4/0 = \$33	4/0 = \$27	4/0 = \$31	4/0 = \$33
4/4 = \$108	4/4 = \$108	4/4 = \$108	4/4 = \$108	4/4 = \$108	4/4 = \$108
2500	5000	10000	2500	5000	10000
\$173	\$271	\$421	\$173	\$271	\$421
Shipping* FREE	Shipping* FREE	Shipping* FREE	Shipping* FREE	Shipping* FREE	Shipping* FREE
4/0 = \$93	4/0 = \$131	4/0 = \$131	4/0 = \$93	4/0 = \$131	4/0 = \$131
4/4 = \$145	4/4 = \$145	4/4 = \$145	4/4 = \$145	4/4 = \$145	4/4 = \$145

Standard Turn: 3-5 Business Days; Rush: 2-day



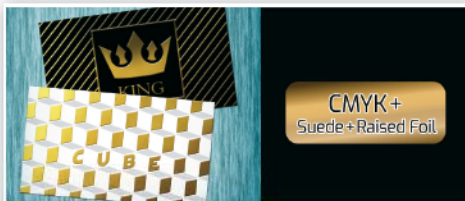
CMYK+  
Akaufail + Spot UV

## CMYK+Akaufail+Spot UV

Akaufail combined with CMYK printing allows your foil express a full spectrum of colors. Add some pop to your foil with UV Coating, Spot and Flood Options available.

Sku 16PT-BCAKFOUV-2X35	500	\$95	\$115
Stock 16pt Gloss C2S Cover	1000	\$123	\$145
Colors 4/0, 4/4	2500	\$213	\$273
Akaufail 100% Coverage	5000	\$314	\$391
UV Coating 100% Flood, Spot UV			
UV Sides Front, Back, Both-sides	500	\$142	\$172
Turn 2-4	1000	\$193	\$269
Rush NA	2500	\$320	\$384
Shipping Included	5000	\$466	\$384

Stand out by adding Spot UV over Akaufail



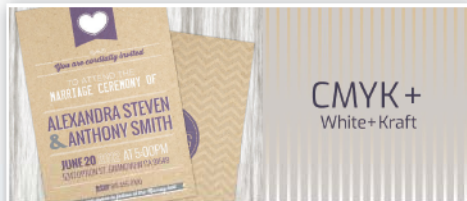
CMYK+  
Suede + Raised Foil

## CMYK+Suede+Raised Foil

Looking for a tactile experience that your customers can see and feel? Our raised Metallic embossment effect to enhance images, special accents, and logos with amazing detail. Combined with the soft velvet touch lamination, 1.5mil thick and scuff resistant, give these cards a substantial thickness of 19pt.

100	250	500
4/0 = \$67	4/0 = \$95	4/0 = \$128
4/4 = \$96	4/4 = \$137	4/4 = \$184
Shipping* \$5	Shipping* \$5	Shipping* \$5

Available Foil Colors: Gold, Silver, Holographic  
Holographic: Holographic Raised Foil brings a multicolor, 3-D (three-dimensional)

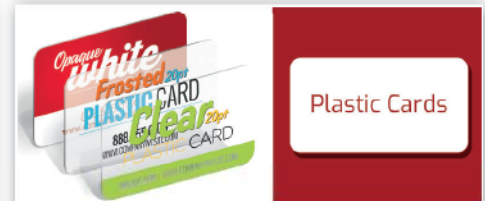


CMYK+  
White + Kraft

## CMYK+ White + Kraft

Thick, rich, light brown kraft paper has natural fibers and subtle visible flecks to give Kraft Cards an organic look and feel. The stock is 100% recycled lending to its rustic, eco-friendly appeal.

100	250
4/0 = \$22	4/0 = \$25
4/4 = \$25	4/4 = \$30
Shipping* \$5	Shipping* \$5
4/0 = \$11	4/0 = \$13
500	1000
4/0 = \$41	4/0 = \$75
4/4 = \$56	4/4 = \$106
Shipping* \$6.50	Shipping* FREE
4/0 = \$25	4/0 = \$47



Plastic Cards

## Plastic Cards

SKU: 20PTWH+PLWHBC-2.125X3.375

Plastic Cards are fan-favorites. Printed full color (CMYK) one (4/0) or two side\* (4/4) on durable 20PT Plastic Opaque White, Frosted, and Clear stocks. Cornering comes in 1/4" or 1/8" radius option.

Standard Turn: 7-10 business days; Rush: 3-5 business days

QTY	White, 4/0	White, 4/4	Frst/Clear, 4/0	SHIP*
100	7-10 RUSH \$74	7-10 RUSH \$108	7-10 RUSH \$110	
250	\$192	\$127	\$148	
500	\$112	\$153	\$191	\$15
1000	\$135	\$177	\$213	\$71
2500	\$314	\$423	\$515	\$174
5000	\$604	\$805	\$1007	\$339

\* Note: Frosted/Clear are transparent and print front side only.



## Timeless Effects

### Blind Embossing

From 4 sqr in. up to 20 sqr in.  
pricing starting @ \$99 per thousand

### Registered Embossing

From 4 sqr in. up to 20 sqr in.  
pricing starting @ \$129 per thousand

### Foil Stamping

All pricing for foil stamping is computerized based on  
size and type of foil that is required for the job.  
If you need foil color samples, please call.

## COPPER FOIL OR EMBOSS DIES

Please call for pricing

Prices listed above do not include dies. Camera ready art  
or a negative are required for making dies. Laser art is  
fine to use as long as it is at least 600 dpi.

## Classic+ | Business Cards

### Classic Columns + Foil Stamping



## 12,500 Business Cards Shells

with 2 Foil Stamps on 130# Solar White Classic Columns

Shells: **\$2,373**   
 + \$349 Set-up for foil dies

25 Orders of 500 Cards (@ \$47.46 a set)  
50 Orders of 250 Cards (@ \$23.73 a set)

### ON-DEMAND Digital Black 4 up Imprints on shell – digital black, 1/0

250:	500:	1000:
• 1 Name ..... \$20	• 1 Name..... \$25	• 1 Name..... \$38
• 2 Names..... \$15 ea.	• 2 Names..... \$22 ea.	• 2 Names..... \$34 ea.
• 3 Names..... \$12.50 ea.	• 3 Names..... \$20.50 ea.	• 3 Names..... \$30.50 ea.
• 4 Names..... \$11.00 ea.	• 4 Names..... \$18.00 ea.	• 4 Names..... \$28.00 ea.
• 8 Names..... \$8.00 ea.	• 8 Names..... \$15.00 ea.	• 8 Names..... \$25.00 ea.

Artwork set-up fee, includes 2 proofs + 1 revision = \$4.95

Exact reorder processing fee = \$1.95

A Variety of Foil Colors Available, Only Some Listed... Ask about yours!

WHITE MATTE	PEARL SHINE	OPALINE SHINE	PRISM SHINE	SILVER MATTE	SILVER SHINE	PLATINUM SHINE
TAWNY MATTE	GOLD MATTE	GOLD SHINE	COPPER MATTE	COPPER SHINE	BRONZE SHINE	MAPLE SHINE
QUARTZ MATTE	ROSE GOLD SHINE	PINK SHINE	FUCHSIA SHINE	RED SHINE	PURPLE SHINE	LILAC SHINE
MINT SHINE	TEAL SHINE	BLUE SHINE	BLACK SHINE	BLIND EMBOSS (NO COLOR)		

Like the idea of these cards,  
but your looking to reduce the expense.

**Ask us about Spot Color  
or Pantone Color Printing.**



# Printing Overview



## Digital Color

The printing method involving your artwork be processed by a computer, and then printed directly onto the surface of a variety of media. Great for small-runs or VDP (Variable Data Printing). Online digital printing is capable of RGB color conversion.



## Copy & Scanning

Hard Copy documents can that require scanning or copying.

Both, B&W and Color scan/copy services are available.



## Variable Data Printing

VDP allows elements such as text, graphics to be changed from one printed piece to the next, digitally and instantly.

Variable data printing is mainly used for marketing and applying addresses on self-mailers, brochures or postcard campaigns.



## AEO Printing

We print architectural, engineering and construction oversized plans in quality black print on 20# bond stock.

Print drawings to your specified size. Make copies/scans of drawings, enlarging/ reduction or print collated sets from Multi-Page PDF files.



## Offset CMYK Printing

CMYK refers to the primary colors of pigment: Cyan, Magenta, Yellow, and Black.

These are the inks used on the press in "4-color process printing", commonly referred to as "full color printing" or "four color printing".



## Litigation Documents

Need those legal documents copied. Let us take all those hard copy documents, to include staples, loose sheets and irregular shape papers, get them sorted out for you. Both, B&W and Color scan/copy services are available. .25 ea. hand placed document and .10 per copy.



## Die-Cut & Kiss Cut

A process in which a metal die with sharp edges is pressed into the material to cut it.

Die cut pieces are cut straight through the material to fit the exact shape of your design.

Kiss cut is for stickers and labels that have a backer that stays intact. You can print on the material and cut a shape around your design so it can be easily separated from the excess and backer.



## Black & White

B&W laser printers, are cost effective and ideal for printing text-heavy documents quickly. See the DigiQuik™ Printing Service for a full listing of prices.



## Letterpress & Foils

Letterpress is the original form of printing, just modernized. Individual blocks of metal letters have been replaced by metal dies. Foil stamping is a specialty process that uses heat, pressure, metal dies and foil film. Foil stamping is somewhat similar to letterpress and engraving, in that the impression is applied to paper with pressure.

Designs are converted into metal dies specific to the individual color foil/ink to be imprinted. The dies are stamped with enough pressure apply the ink or seal a thin layer of foil to the paper. The process is repeated for each color. A final die may also be created if an embossed (raised) image or effect is desired for the design. Letterpress uses ink where foil stamping does not.



## Spot Color Printing

In offset printing, a spot color or solid color is any color generated by an ink (pure or mixed) that is printed using a single run, whereas a process color is produced by printing a series of dots of different colors.



## Coatings & Laminates

### UV Coating:

The combination of polymer resin with ultraviolet light to create a solid resin finish, with zero emissions. UV coatings offer more protection than either varnish or aqueous coatings; a direct replacement for lamination. UV coated sheets can not be foil stamped and embossing should be done after the coating.

UV coating is available in a high gloss as well as matte, satin and a wide variety of specialty finishes, including glitter and tints, and even different scents. UV coating is available as a flood or spot finish. When the coat is "flood" it means the resin has been applied to 100% of the items surface. It can be one sided or two.

UV coatings provide the highest gloss finish versus other coatings but may crack when scored or folded due to the thickness and hardness of the coating.

Spot UV is either produced by an on or off press process. There is now a specialize add-on through an inkjet system that gives the ability to produce a raised spot UV look to a printed product.

When using UV coating it does have a few requirements and specifications: inks and toners used UV capable and must be heat and chemical resistant to prevent discoloration and bleeding.

### Aqueous Coating

Aqueous coating is a clear, fast-drying water-based coating that is used to protect printed pieces. It provides a high-gloss or matte surface that deters dirt and fingerprints. Aqueous coating improves the durability of postcards and other printed pieces as they go through the mail, and protects business cards as they are carried in peoples' wallets. It also looks beautiful on brochures, catalog covers, and presentation folders.

Aqueous coatings provide more substantial scuff-resistance than varnishes. Aqueous is typically applied to the entire printed piece, usually by the last unit on a printing press. Due to its water base, aqueous coating is more environmentally friendly than varnish or UV coatings. Aqueous coating dries faster than varnish coatings, giving you a quicker turn-around.

### Varnish

Varnish is basically clear ink and can be gloss, satin or matte. A flood varnish covers the entire printed page for protection or sheen. A spot varnish allows you to highlight specific areas of a printed piece and adds shine and depth to specific elements on the page such as a logo or image.

Varnishes are also applied on-press, but they are heavier-bodied and can be applied (like inks) to only certain areas (spot varnish). A press plate must be created to apply a spot varnish, so artwork that clearly defines where to apply it is necessary.

Although varnish is a great option for its price, it does have its drawbacks. This coating is less protective than other print coating types and tends to yellow over time.

### Lamination:

Laminate coating is unique in that it comes in two different types: film-based and water-based. Both are strong finishes, but liquid lamination is less expensive.

Film laminate coating is slow to apply making it the more costly options. It also doesn't support spot-treatment, the coating is applied across the entire piece. But it does have its perks. Film-based laminate coating protects the piece from water, it has a strong, washable finish with high gloss. Films are classified by thickness, which is measured in mils, or thousandths of an inch. The thinnest films, typically around 1.2 mils, are used on items that are rolled or folded. Heavier films, of up to 10 mils, leave a heavy plastic coating on the sheet that can stand up to anything short of a small but determined Rotty.

The laminates can be applied on one side or both sides of the paper, and with a sealed edge, which makes the sheet virtually waterproof. Film laminates offer much more protection than liquid coatings in exchange for longer production times and higher costs. Heavily textured stocks, however, may be difficult to laminate because the film cannot reach down into the valleys of the paper. No matter what coating you use, the results will look best on coated paper.

### Soft Touch® Coating

This coating creates a velvety texture that exudes elegance. The paper becomes "soft" to the touch and increases the tactile appeal. It creates a softer look and feel on printed materials than either aqueous or UV coating, while creating a barrier which is fingerprint resistant. It dries fast, is non-yellowing, and is eco-friendly. Luxurious and sophisticated are words often used to describe the effect Soft Touch® coating produces. Also comes in a film.

### Polypropylene

The most popular and least expensive laminate, polypropylene is available in gloss, satin and matte finishes. Polypropylene provides a softer finish than other laminates, which makes it the best choice for projects that will be folded, but it is more prone to scratching than the other laminates. It's possible to write on polypropylene films using dry erase and some other types of markers. Polypropylene is a good bet when you are looking for increased strength and good protection at a reasonable cost.

### Polyester

The stuff of leisure suits and the most durable of all laminates, polyester offers the greatest strength and abrasion resistance, at a cost that is usually higher than polypropylene. Polyester provides a hard coating, extremely resistant to scuffing and tearing, in gloss, satin or matte finishes. When a polyester laminate is used to produce folders or other materials that need to be foil stamped or glued, a special glue-able laminate should be used.

### Nylon

The most expensive and most stable of the laminates, nylon offers a unique advantage when thermal laminating is used. Unlike polypropylene and polyester, nylon does not stretch when it is heated, which means that it will not later shrink as it cools and cause the paper to curl. (This phenomenon can often be seen in the covers of perfect bound paperback books.) Nylon laminates are available in a variety of finishes.





## *Signs & Banners*



# Signs & Banners



## Mounted Canvas

High quality prints on 17mil Artist Canvas printed and mounted on light and durable stretcher bars. These prints can be used as gifts or business and photography applications. Available in different standard sizes

## direct print SIGNS

Sizes	4 mm, White Coroplast	10 mm, White Coroplast	Foamcore, 3/16 in. White	3 mm (1/8") PVC, White
6" x 6"	\$8	\$8	\$9	\$9
6" x 12"	\$9	\$9	\$10	\$10
12" x 12"	\$11	\$12	\$13	\$14
12" x 18"	\$13	\$15	\$15	\$17
18" x 24"	\$19	\$22	\$24	\$27
20" x 30"	\$24	\$28	\$30	\$35
22" x 28"	\$24	\$28	\$31	\$35
24" x 36"	\$31	\$31	\$40	\$47
30" x 40"	\$40	\$48	\$52	\$62
32" x 42"	\$44	\$52	\$57	\$67
36" x 46"	\$52	\$62	\$68	\$81
Grommets (4): \$1	H-Stake (4 mm): \$1.95 ea.		Round Corners: \$1	
Grommets (2): 50¢	H-Stake (10 mm): \$9.95 ea.		Only for PVC Products	

## Coroplast

Coroplast is typically used for yard, parking, real estate, and election signs. They are waterproof. If utilizing H-Stakes, choose vertical flutes. Available in 4mm and 10mm thickness.

## Foamcore

3/16 IN. Foamcore is a rigid board typically mounted on an easel for presentations or can be used for signs, posters, etc. Material is relatively delicate and is best for one time use; it can last longer with proper care. This product is not waterproof.

## PVC Material / Sintra

Sintra is a PVC foam core covered plastic that is smooth, bright white, and rigid. It's lightweight, yet very durable and weather resistant. Great for both indoor and outdoor use, and have a low-glare, matte appearance. Rounded corners is available.

## Polystyrene or Styrene

Styrene is a durable plastic flexible material suitable for long term display. Styrene is a great solution for outdoor/indoor (Avoid direct UV), suitable for outdoor events, restaurants, malls, and much more.

## Aluminum

Standard .040" thickness (about the thickness of a DVD), is ideal for Interior Signs. Exterior Signs require extra panel strength. To withstand windy weather conditions, .080" (1/8") is ideal, especially for post or frame use.

Printing available for one or both sides as well as optional 1" rounded corners (all 4 corners).

## Adhesive, Graphics, & DECALS

Sizes	Perforated Vinyl	Clings, Clear	Clings, White	Floor/ Counter Decals	Low Tack	High Tack	Aluminum
6" x 6"	\$2	\$2	\$4	\$2	NA	\$3	\$5
6" x 12"	\$4	\$5	\$6	\$4	NA	\$7	\$10
12" x 12"	\$7	\$8	\$9	\$6	\$10	\$12	\$17
12" x 18"	\$10	\$11	\$12	\$9	\$14	\$17	\$25
18" x 24"	\$18	\$21	\$22	\$17	\$26	\$31	\$48
20" x 30"	\$24	\$28	\$29	\$22	\$35	\$41	\$57
22" x 28"	\$24	\$28	\$28	\$22	\$34	\$41	\$56
24" x 36"	\$32	\$37	\$37	\$41	\$45	\$54	\$75
30" x 40"	\$44	\$49	\$48	\$70	\$60	\$72	\$99
32" x 42"	\$44	\$51	\$51	\$64	\$64	\$76	\$105
36" x 48"	\$54	\$63	\$62	\$50	\$77	\$93	\$128
48 x 48	\$67	\$79	\$77	\$63	\$97	\$116	\$161
50 x 60	\$90	\$106	\$130	\$84	\$130	\$156	\$215
50 x 96	\$142	\$168	\$161	\$132	\$205	\$246	\$340
50 x 120	\$175	\$207	\$199	\$163	\$253	\$303	\$419

## Perforated Window Vinyl

A 6 mil white flexible vinyl front with a clear removable acrylic adhesive back. This perforated window film is designed for production of see-through graphics for windows. Recommended for use on flat vehicle windows or retail store windows. + Optional: 2 mil optically clear laminate.

## Window Clings

Window Clings are near photo quality and ideal for POP signage on glass or glass-like smooth clean surfaces. They are printed on a glossy or clear material and can be used indoor or outdoor. Clear utilizes white ink as an under base.

## Floor & Counter Decals

Transform high-traffic floor areas into Attention-grabbing ad spaces with 4 mil Floor Graphics. Our removable Floor Graphics are ideal for interior applications on most dry, clean and untextured floors.

## Low Tack

Graphics are produced with low-tack adhesive backing on 8 mil vinyl. This product is ideal for use on almost all surfaces; office or bedroom walls, laptops, and glass windows. Is re-positional many times over.

## High Tack Adhesive Vinyl

Printed on the front of white 4 mil vinyl with permanent adhesive backing, then attached to an unscored release liner. This product is incredibly durable and can be used both indoors and outdoors. Removal after application is not recommended. They are very durable and are not meant to be removed after application.

## Aluminum Floor Graphics

Rugged aluminum foil material and is designed for textured rough or smooth surfaces. It is printed direct using UV cured inks making the product suitable for indoors and outdoors.



12 x 12	12 x 18	12 x 24	16 x 20	16 x 24	18 x 18	18 x 24	20 x 24	24 x 24	24 x 36	36 x 36
\$21	\$33	\$45	\$37	\$37	\$37	\$41	\$47	\$51	\$61	\$147

## Fabric & BANNERS

10 mil, Vinyl  
15 mil, Blockout Vinyl  
17 mil, Artist Canvas  
9 oz. Polyester  
8 oz. Mesh  
13 oz. Scrim, Matte  
HDP - Tear Resistant

Two-side printing available upon request

Sizes	4/0	4/0	4/0	4/0	4/0	4/0	4/0	FINISHING OPTIONS:
24" x 36"	\$20	\$26	\$61	\$44	\$22	\$40		Grommets:
30" x 48"	\$32	NA	\$100	\$72	\$29	\$53		• Every 1 ft. (\$.25 per sqft)
30" x 60"	\$39	NA	\$123	\$86	\$36	\$71		• Every 2 ft. (included)
30" x 72"	\$47	NA	\$147	\$106	\$43	\$85		Hem:
30" x 96"	\$62	NA	\$193	\$129	\$56	\$141		• All 4 sides
36" x 48"	\$37	\$50	\$115	\$83	\$33	\$64		• Top/ Bottom edges
36" x 60"	\$45	\$61	\$142	\$103	\$41	\$85		Pocket Poles:
36" x 72"	\$54	\$73	\$169	\$122	\$49	\$102		• 2" or 4"
36" x 96"	\$71	\$96	\$223	\$268	\$65	\$133		• Top/Bottom
36" x 120"	NA	\$119	\$276	\$177	\$80	NA		• Left/ Right
48" x 96"	\$93	\$125	\$291	\$186	\$84	\$180		Thread Color:
48" x 120"	\$114	\$155	\$360	\$230	\$104	NA		• Black or White
48" x 144"	NA	NA	NA	\$273	NA	\$152	\$294	

### 10 mil, Matte Vinyl, Indoor

Indoor Banners are great for POP displays, artful decor, indoor banners and more. The material has a smooth matte finish which offers high print quality and versatility. It is not waterproof or scuff resistant.

Material Max: 120" by 58" or 58" by 120". (10.0 feet by 4.8 feet) or (4.8 feet by 10.0 feet)

### 15 mil, Blockout Vinyl, Indoor

Heavier and more durable than the 10 mil indoor banner, our premium quality 15 oz Blockout Vinyl is intended to block out any light source.

Material Max: 120" by 48" or 48" by 120". (10.0 feet by 4.0 feet) or (4.0 feet by 10.0 feet)

### 17 mil, Artist Canvas

Perfect for wall decor, POP displays and more, this lightweight poly/cotton matte Canvas looks great mounted or framed and is also easily rolled and shipped. Hems, Grommets and Pole Pockets options are available for additional ease in hanging.

Material Max: 120" by 48" or 48" by 120". (10.0 feet by 4.0 feet) or (4.0 feet by 10.0 feet)

### 9 oz. Polyester

Ideal for trade show graphics, soft signage, and interior decoration these 100% polyester banners are wrinkle-resistant and printed using a superior quality dye sublimation process.

Material Max: 110" by 360" or 360" by 110". (9.0 feet by 30.0 feet) or (30.0 feet by 9.0 feet)

### 8 oz. Mesh

8 oz. Mesh Banner is economical, light weight, and allows 37% air-flow through making it ideal for building, stadium, and fence wraps.

Material Max: 120" by 120". (10.0 feet by 10.0 feet)

### 13 oz. Scrim Matte Vinyl

Outdoor Banners can be used for billboards, building wraps, banners, trade show signage and more. Waterproof and durable use them outdoors and indoors.

Material Max: 1800" by 192" or 192" by 1800". (150.0 feet by 16.0 feet) or (16.0 feet by 150.0 feet)

### HDP - Tear Resistant

HD Polyethylene material which is tear resistant and weather proof.

Material Max: 50.0 feet height.



## Banner Stands

A versatile aluminum Retractable Banner Stands with 10 mil indoor premium vinyl banner. Conveniently packed in a small bag and set up in a few easy steps.

33" 10mil. banner w/ alu. base..... \$99

33" 10mil. banner w/ deluxe base..... \$129

47" 10mil. banner w/ alu. base..... \$159

## X-style Banner Stands

Indoor Banner with "X-Style" collapsible stand. The same material as the Indoor Banner, these near photo quality banners are ideal for POP displays and trade shows. They set up in a few seconds and are 24" x 60" with grommets at the corners.

10mil. banner w/ X-style stand..... \$49

13mil. banner w/ X-style stand..... \$59



## Back Drop Banner Stands

Telescopic Backdrop Stand (10ft. x 8ft.) with 13oz vinyl Banner (8ft. x 8ft.) with 4" Pockets Top and Bottom to help you display brand messaging, event backdrops, trade show signage and more! Portable and easy to set up, these durable and waterproof banners are ideal for use both indoors and out.

Banner & Hardware ..... \$424

Hardware Only..... \$249

Replacement Banner..... \$175



## Event Tents

Event Tents are the perfect large-scale marketing medium to get noticed at festivals, conventions, trade shows and more. Printed with UV Ink Technology on 11oz water-repellent fabric. Includes 4 fabric panels that can feature up to 4 different designs (one for each side). Each panel is sewn together and set up on a 10' x 10' aluminum pop-up canopy tent.

Tent..... \$391

Frame w/ Tent..... \$721

## Flags

Superior direct to fabric  
dye sublimation on  
3 oz. Polyester

### Pole Flag

Printed single sided with a canvas  
reinforcement strip with 2 grommets  
on either the left or the right side.

Size:	1	3+	12+
3' x 2'	58 ea.	54 ea.	49 ea.
5' x 3'	75 ea.	69 ea.	65 ea.
6' x 4'	120 ea.	108 ea.	101 ea.

Thread Color: White or Black  
Pocket Direction: Right or Left

Pole Hardware: ..... 39 ea.

6ft Pole and 2 position Wall Bracket

Whip Hardware: ..... 39 ea.

5ft light-duty fiberglass whip with  
window mount

Magnetic Mount: ..... 39 ea.

### Feather Flag

Printed single sided

Size:	1+
8 ft. (24x81)	46 ea.
10 ft. (32x99)	49 ea.
12 ft. (32x123)	59 ea.
12 ft. + (36x123)	99 ea.
15 ft. (37x161)	105 ea.

Hardware:

Indoor Cross Base 82 ea.

Outdoor Ground Spike 68 ea.

Thread Color: White or Black

Pocket Direction: Right or Left

### Teardrop Flag

Printed single sided

Size:	1+
7 ft. (32x70)	52 ea.
9 ft. (44x87)	56 ea.
11 ft. (45x97)	59 ea.
14 ft. (57x142)	89 ea.

Hardware:

Indoor Cross Base 82 ea.

Outdoor Ground Spike 68 ea.

Thread Color: White or Black

Pocket Direction: Right or Left



## Contour Signs

FULL SHEET  
PRODUCTION

	Thick	4/0	4/4	Contour	Lam	H-stk	RC
<b>Coroplast</b>	4mm	100	138	25	10	2	-
	10mm	163	213	25	10	2	-
<b>Foamcore</b>	3/16	175	200	25	10	-	-
<b>PVC</b>	3mm	163	213	25	10	-	-
	6mm	238	288	25	10	-	-
<b>Polystyrene</b>	.03 in.	138	163	25	10	-	-
<b>Aluminum</b>	.04	390	440	25	-	-	38
	.08	700	750	25	-	-	38

MINIMUM OF  
ONE FULL SHEET  
REQUIRED

Minimum size: 6" x 6"; 128 unit minimum.  
Maximum size: 47" x 95"; 1 unit minimum.



CUT OUTS



4, 32" x 22" Hot Rod printed on foamcore,  
Gloss Laminated and Contour Cut for:

**\$52.50** ea.

## A-frame & Sign Inserts

3 Available sizes. Great for both indoor and outdoor  
use, and have a low-glare, matte appearance.  
Orders include 2, 3mm PVC inserts per frame.

Deluxe Frame, 24"W x 36"H ..... \$199 ea.

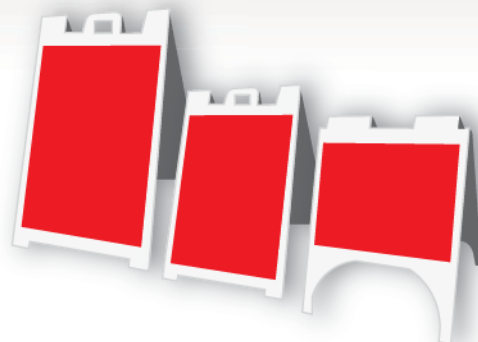
MDX Frame, 18"W x 24"H ..... \$129 ea.

Quik Frame, 18"W x 24"H ..... \$99 ea.

Insert Replacements

24 x 36, 3mm PVC insert ..... \$55 ea.

18 x 24, 3mm PVC insert ..... \$31 ea.



## Table Runner & Throw

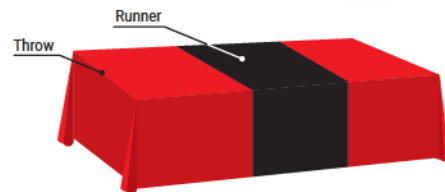
Table runners and throws add a professional  
look to any table display, trade show booth,  
or special event.

They are 100% polyester, wrinkle resistant  
and printed using a superior quality dye  
sublimation process on 9oz. premium  
polyester.

Runners - come 84" long by selected width.  
Generally placed centered on a table.

Throws - offer complete table coverage.

Three (3) or four (4) sided options available.



24"	30"	36"	42"	48"	60"
<b>\$66</b>	<b>\$82</b>	<b>\$99</b>	<b>\$115</b>	<b>\$131</b>	<b>\$164</b>
6' Table Throw			8' Table Throw		
<b>\$230</b>	<b>\$271</b>		<b>\$315</b>	<b>\$372</b>	
3 Sided	4 Sided		3 Sided	4 Sided	



## Car Magnets

Car Magnets are printed on heavy-duty material and  
ideally suited for car door signage. These glossy  
magnets can also serve as temporary signage for  
construction sites or other changing work  
environments and offer long lasting outdoor use.

	9"	12"	18"	24"	30"
9x	<b>\$11</b>	<b>\$14</b>	<b>\$20</b>	<b>\$25</b>	<b>\$29</b>
12x	<b>\$16</b>	<b>\$22</b>	<b>\$27</b>	<b>\$32</b>	
18x	<b>\$28</b>	<b>\$36</b>	<b>\$43</b>		
24x	<b>\$45</b>	<b>\$54</b>			

Listed prices are for  
one (1) magnetic sign.





## *Marketing Support*



## Marketing Support

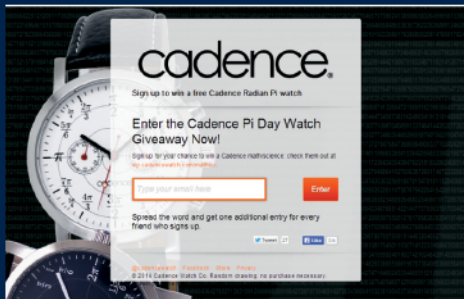


Make your call-to-action worthy of engagement

### Viral Sweeps Page

#### Lead Generating

Quickly and easily setup giveaways, sweepstakes, and product launch landing page where fans earn points and rewards for referring friends and promoting your brand!

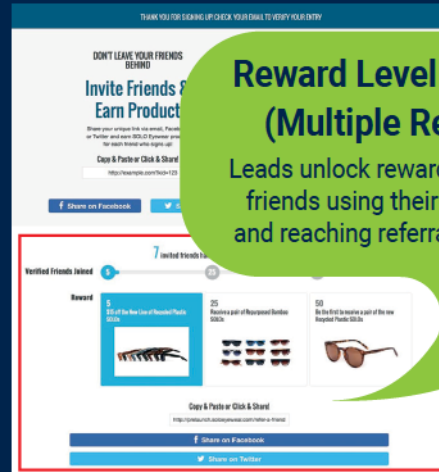
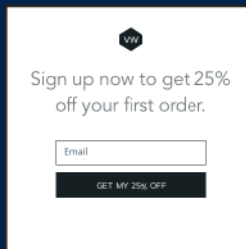


#### Simply, yet elegant, Entry Page

Choose from over 45 highly customizable landing page templates for your campaign. We also offer pop-up opt in forms for your website!

#### Coupon Giveaway

Generate leads by giving away coupons, vouchers, and other unique codes to your fans through our email replies.

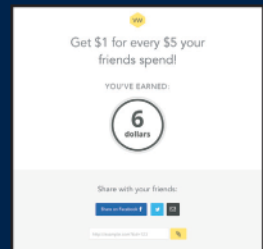


#### Reward Level Referrals (Multiple Rewards)

Leads unlock rewards by referring friends using their unique links and reaching referral milestones.

#### Purchase Rewards

Don't just drive leads. Drive purchases and reward true fans that refer buyers!



**Capture New Opportunities  
While Earning Loyalty**

**\$495 Program Setup**

**\$149 per month for the duration of the campaign**



### Email Marketing

Email marketing is the highly effective digital marketing strategy of sending emails to prospects and customers. Effective marketing emails convert prospects into customers, and turn one-time buyers into loyal, raving fans.

Third-party account setup: \$249

1 Campaign per month: \$99; additional campaigns: \$79 ea.

**iContact**



Building an email marketing database is the most important marketing investment you can make.

#### Build your email list the right way

1. Invite people to 'join the club'.
2. Collect business cards.
3. Host an event.
4. Use physical sign-up forms.
5. Organize a giveaway.
6. Leads from direct mail.
7. Make some sales calls
8. Add sign up forms to your website





## Ads, Analytics, and Optimization

### Google Ads

Get in front of customers when they're searching for businesses like yours on Google Search and Maps. Only pay for results, like clicks to your website or calls to your business.

### Google Analytics

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic, currently as a platform inside the Google Marketing Platform brand.

### Google Search Console

A web service by Google, provided free of charge for web-masters, which allows them to check indexing status and optimize visibility of their websites. As of May 20, 2015, Google re-branded Google Web-master Tools as Google Search Console.

### Search Engine Optimization

Search engine optimization is the process of increasing the quality and quantity of website traffic, increasing visibility of a website or a web page to users of a web search engine; organic results.

### Facebook ads

Facebook ads are paid messages from businesses that are written in their voice and help reach the people who matter most to them. ... When they create ads within that campaign, they'll choose images, text and an audience that they think will help them get that increase in visitors.

### Facebook pixel

The Facebook pixel is code that you place on your website. It collects data that helps you track conversions from Facebook ads, optimize ads, build targeted audiences for future ads, and re-market to people who have already taken some kind of action on your website.

### Re-targeting Facebook ads

That's right – you use Facebook re-targeting ads. Re-targeting is a form of online advertising that brings back website visitors who haven't converted on their first visit to an online store. The facebook pixel cookie lets you recognize and follow your store's visitors when they visits other sites, and displays ads to these people.

### Instagram re-targeting ads

Before you can start using Instagram ads to re-target website visitors, you need to set up the Facebook pixel on your website.

#### The AAO Consultation

Learn how to use SEO to impact your traffic. Discuss Google ads, Facebook pixel as well as re-targeting with facebook and Instagram ads.

**\$195**



## Finding Successful Online

The focus is "**Exposure**".

The objective to "**Capture Results**".

Let us take handle the details for you!

- ✓ Good Content
- ✓ Compelling Imagery
- ✓ Engagement Strategy
- ✓ Target Audience
- ✓ Measured Results

#### Social Media Campaign\*

1, Facebook Ad w/ Boost  
1, Instagram Ad + Hashtag & 5 Tags  
1, Report from Facebook Ads Manager

**\$295**

\* Cost of campaign is for design/layout and facebook support time to set-up and deploy 1 creative concept. Client is responsible for funding Ad Campaigns. Funding for advertising is not included within this service!

**Let's start with a free 30 minute consultation to discuss how a targeted social campaign could work for you**

Email [processing@degraffics.com](mailto:processing@degraffics.com) or  
call (623) 869-6720 to learn more.

## Marketing Is Kind Of Like Rocket Science

In a way launching a marketing campaign is like launching a rocket into space.

You have the pre-mission, the actual mission, and post-mission follow up. The launch is similar because they both have many critical steps involved to guarantee the probability of a successful mission.

Although marketing is slightly easier than actual rocket science and safer, there is a science behind the art of marketing.

Let's look at pre-mission, where marketers gravitate towards identifying key elements of the four (4) main factor sets against their audience's potential markers. The four factor sets are Geographic, Demographic, Psychographic and behavioral markers. By aligning potential markers and clearly defining a campaign to present and influence actions based on these factors' marketers increase the campaign's potential success.

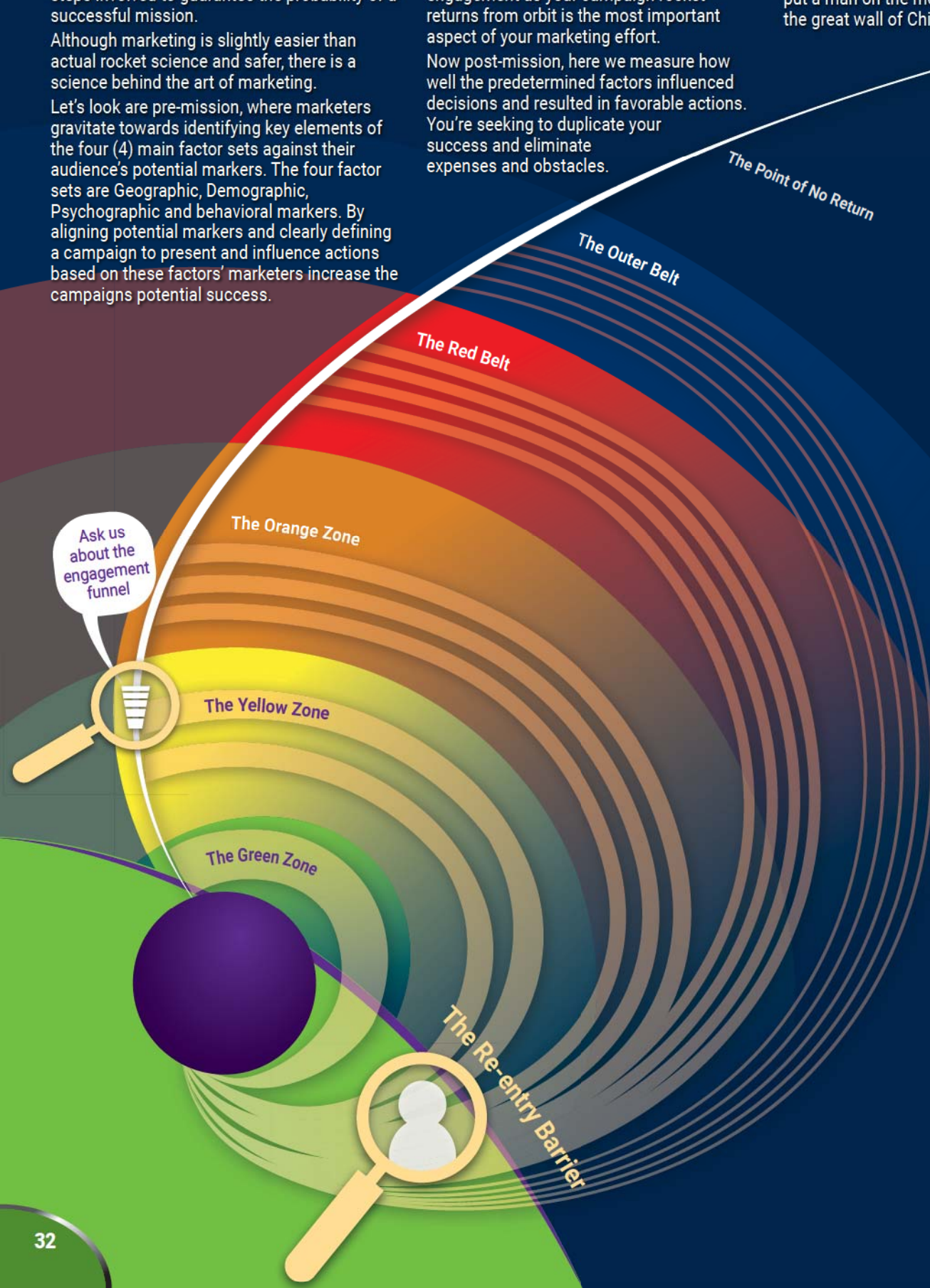
Next comes the actual mission, where the activity of the mission will be monitored and tracked. Adjustments based on real activity can be vital to keeping the mission on target.

Capturing key information about engagement as your campaign rocket returns from orbit is the most important aspect of your marketing effort.

Now post-mission, here we measure how well the predetermined factors influenced decisions and resulted in favorable actions. You're seeking to duplicate your success and eliminate expenses and obstacles.

This is a big ask, so it's ok to admit that you're not a rocket scientist nor a marketing genius... Not everyone possesses all the skills to do all the jobs at NASA either.

It's estimated that it took 400,000 people to put a man on the moon and 800,000 to build the great wall of China.





# Know Your Engagement Types

## Green Zone - Your Loyal Patrons.

They're the immediate audience that is currently engaged with your business. They're your active followers, fans, and current customers. This audience respond well to your current methods of engagement. They generate word of mouth referrals, engage your email marketing/social media and act as first responders; they can't wait to see what comes next. Incentive driven referral programs can help increase your reach into the yellow and orange audience with minimal investment and higher conversion rates.

## Yellow Zone - The Frequent.

The audience that is most like the green zone audience, but they don't engage or react with the same frequency or level of interest. Increasing your engagement will require a better understanding their markers and what factors will influence them better. Try offering them something exclusive to energize and excite their participation.

## Orange Zone - The Unmotivated.

This audience is geographically close or may have similar interests to the green and yellow zone members, but not converted into customers. They may even be familiar with your brand but direct and frequent engagement to convince them to convert. Offering incentives through direct mail, inviting them to enter an online contest or targeted social media advertising with specific come back incentive can increase their engagement.

## The Red Belt - The Uncertain.

This audience lacks a personal connection or reason to connect with your brand. Their social and personal behaviors do not line up with your brand naturally, but they're open to things that benefit them. Finding a way to improve their social, physical, mental or financial state will improve your chances of piquing their interest and converting them into potential customers.

## The Outer Belt - The Aphonic.

This audience lacks the ability to engage your brand or choose to resist engagement while they watch in silence. They either are dedicated to an alternative or lack the means to convert. No matter the offer or incentive you can't prompt an action until they desire a change and possess the means to make said change.

## The Point of No Return - The Ambiguous.

This audience is difficult to comprehend or classify. They don't react to conventional engagements. They elect to resist conversion. It is unlikely to see any return from your efforts.

## FACTORS VS. MARKERS

A factor is the speculation of a circumstance, fact, or influence that contributes to a result or outcome.

**Factoring Example:** We are targeting young males between the ages of 15 - 21 for a new video game. If a male, 15 to 21, living in a specific geographical region, has parents with a combined income of \$250k annually or single parent (income: 150K) and has a prior history of playing or buying video games will be most likely to buy our new game.

A marker is the actual possession of a stipulated factor. Identified once the prospect has become a customer. A task handled once the customer has passed the re-entry barrier.

**Marker Example:** Was the engaged participant a male, 15 - 21? Yes, male age 18. Living in target area, yes. Lives with mom with an income of 45k - 60K. History of playing or buying video games, yes, purchased 50 games in the last 2 years, plays daily.

By establishing factors and comparing them against actual individual markers you're able to target your marketing more effectively to others with similar markers.



At first, marketing feels like your staring up a ladder with a million rungs, but if you take one step on to the first rung it gets easier. Remember the first few steps up the marketing ladder is all about gathering and deciphering information.

But as you climb the ladder and apply your gained knowledge it becomes easier to clearly identify your audience.

It won't be long before you're atop your marketing ladder, where your ability to see and make smarter marketing decisions will come with ease and greater impact.

## Ten things you need to know about your customers

### **Who they are**

If you sell directly to individuals, find out your customers' gender, age, marital status and occupation. If you sell to other businesses, find out what size and kind of business they are. For example, are they a small private company or a big multinational?

### **What they do**

If you sell directly to individuals, it's worth knowing their occupations and interests. If you sell to other businesses, it helps to understand what their business is trying to achieve.

### **Why they buy**

If you know why customers buy a product or service, it's easier to match their needs to the benefits your business can offer.

### **When they buy**

If you approach a customer just at the time they want to buy, you will massively increase your chances of success.

### **How they buy**

For example, some people prefer to buy from a website, while others prefer a face-to-face meeting.

### **How much money they have**

You'll be more successful if you can match what you're offering to what you know your customer can afford.

### **What makes them feel good about buying**

If you know what makes them tick, you can serve them in the way they prefer.

### **What they expect of you**

For example, if your customers expect reliable delivery and you don't disappoint them, you stand to gain repeat business.

### **What they think about you**

If your customers enjoy dealing with you, they're likely to buy more. And you can only tackle problems that customers have if you know what they are.

### **What they think about your competitors**

If you know how your customers view your competition, you stand a much better chance of staying ahead of your rivals.





# The Importance Of ROI

It's time to pay attention and find out which marketing channel is bringing your company the most revenue. Monitoring these will enable you to make changes for the better.

A great example of this is a local restaurant that wanted to know which social channel was most effective for increasing traffic to their location. For a set period they tested one social channel on only one specific day of the week. While they were pleased to see that each social channel tested (Facebook, Twitter, Instagram) brought results, they were somewhat surprised to find that their Instagram Stories strategy resulted in lineups out the door. Their media strategy for Instagram specifically involved the kitchen staff taking video of the chef as each dish came out of the oven and was plated. This

restaurant now exclusively markets on Instagram successfully.

Measuring your marketing's ROI is about clearly defining your goals. Don't try every marketing method possible choose one and measure its impact.

Be sure to break your goals into categories that can be tracked, for example, track how many people signing up for your email newsletter or the number of leads generated from the social media ad that actually landed on your website, as well as identifying the number of visitors that converted into buying customers?

The more you know and "measure" the better you can put your marketing dollars to work for you.



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