













# FLYERS AND BROCHURES WITH 1-TO-1 MARKETING (VDP)

Order Now



Flyers, Product Sheets, Menus, Brochures, Catalogs, Newsletters with Variable Data Printing (VDP), Postage not Included, CUSTOM DESIGN Included

Ready to Print Files will receive a discount, they must be set up according to our [Designer Guideline](#) specifications or full price will apply.

DESCRIPTION	FLYERS #100 GLOSSY COATED TEXT – Color/Black (4/1) or Color/Color (4/4)																				
	BROCHURES # 80 GLOSSY COATED COVER – Full color on both sides																				
	50	100	150	200	250	500	750	1000	1250	1500	2000	2500	3000	4000	5000	7500	10000	20000	30000	40000	50000
8.5x11 flyer 4/1 (black back) folded DMS/VDP	242	277	309	338	365	484	594	700	802	902	1104	1314	1522	1918	2313	3321	4328	8464	12599	16735	20870
8.5x11 flyer 4/4 folded DMS/VDP	278	322	361	397	429	574	705	832	952	1071	1310	1560	1808	2276	2742	3936	5129	10043	14957	19871	24785
11x17 flyer 4/1 (black back) folded DMS/VDP	284	330	370	406	440	589	723	855	977	1099	1345	1600	1856	2335	2814	4039	5263	10306	15350	20394	25438
11x17 flyer 4/4 folded DMS/VDP	314	367	413	455	494	664	815	965	1103	1240	1516	1805	2094	2633	3172	4551	5930	11623	17315	23008	28700
8.5x11 or 8x9 brochure DMS/VDP	277	324	364	402	435	584	716	846	966	1086	1327	1579	1830	2300	2768	3969	5170	10130	15090	20050	25010
12x9 brochure DMS	254	303	344	382	416	564	692	820	935	1050	1281	1525	1769	2218	2667	3821	4975	9768	14560	19353	24145
11x17 4/4 8 page flyer stitched*	651	744	819	890	951	1218	1443	1670	1929	2130	2532	3020	3448	4286	5124	7312	9440	18426	27410	36396	45380
8.5x11 or 8x9 brochure	159	199	231	262	287	399	493	586	668	751	917	1094	1270	1590	1908	2734	3560	7020	10480	13940	17400
12x9 brochure	179	224	260	294	323	449	554	660	752	845	1031	1230	1429	1788	2147	3076	4005	7898	11790	15683	19575
11x17 brochure	199	249	289	327	359	499	616	733	835	939	1146	1367	1588	1987	2385	3418	4450	8775	13100	17425	21750

Folding, tabbing and stitching\* included in the price.

## Customize! Personalize!

[What is 1-TO-1 Marketing?](#) Use 1-TO-1 Marketing to reach your customers with a personalized message. Increase your response rate, make your mailings highly focused to your target audience.

- Increase your response rate 10 to 15 times and see your ROI (return on investment) grow.
- Your mail pieces are designed and printed to target and focus on the individual, based on the information provided in the database.
- Use your current customer list to it's full potential. Make a marketing piece relevant to their previous buying experience. Your return clients are your best asset.
- Send or e-mail your database, our price include [Database Management](#). Your database is secure and private, we do not sell or use your information.
- [Consumer Mailing Lists](#) are available with any demographic criteria. Business lists are available by SIC codes or Yellow Page headings and more.

## POSTAGE RATES

### Presorted First Class

<250 \$0.44

>250 \$0.382

### Presorted Standard

>250 \$0.27

These prices represent the maximum postage. Your postage price will be determined by analyzing the mailing list for the lowest possible rate. Postage rates are per USPS and are subject to change. Rates are as of May, 2007.

# 12x18 POSTERS

Order Now



Posters are available on Flyer, Brochure or Card stock Papers,  
CUSTOM DESIGN Included

Ready to Print Files will receive a discount, they must be set up according to our [Designer Guideline](#) specifications or full price will apply.

DESCRIPTION	12 PT. C2S GLOSSY COVER • #100 GLOSSY COATED TEXT • # 80 GLOSSY COATED COVER																				
	50	100	150	200	250	500	750	1000	1250	1500	2000	2500	3000	4000	5000	7500	10000	20000	30000	40000	50000
12x18 flyer 4/0 poster	110	138	160	180	198	275	339	404	460	517	630	752	873	1093	1312	1880	2448	4827	7205	9584	11963
12x18 flyer 4/1 poster	164	206	239	270	296	411	508	605	689	774	946	1128	1310	1639	1968	2820	3672	7239	10808	14376	17944
12x18 flyer 4/4 poster	197	246	286	323	355	494	609	726	827	930	1134	1353	1572	1967	2362	3384	4406	8688	12969	17251	21533
12x18 broch 4/0 poster	112	142	166	188	206	287	354	421	478	538	654	781	906	1132	1356	1942	2527	4987	7447	9906	12366
12x18 broch 4/1 poster	166	213	247	282	309	429	531	631	716	805	983	1171	1359	1697	2035	2913	3791	7479	11171	14859	18549
12x18 broch 4/4 poster	200	254	296	337	370	516	636	757	860	967	1178	1405	1631	2037	2442	3496	4549	8976	13404	17831	22259
12x18 card 4/0 poster	154	193	224	252	277	385	475	566	644	724	882	1053	1222	1530	1837	2632	3427	6758	10087	13418	16748
12x18 card 4/1 poster	230	288	335	378	414	575	711	847	965	1084	1324	1579	1834	2295	2755	3948	5141	10135	15131	20126	25122
12x18 card 4/4 poster	276	344	400	452	497	692	853	1016	1158	1302	1588	1894	2201	2754	3307	4738	6168	12163	18157	24151	30146
	Color/Black (4/1) or Color/Color (4/4)																				

**Posters can be designed to be both eye-catching and convey information about your products and services**

- Posters include both textual and graphic elements, and are designed to be both eye-catching and convey information.
- Posters are used for many purposes, and are a frequent tool of advertisers, particularly of events for musicians and films, and other groups trying to communicate a message.
- Posters are also used for reproductions of artwork, as many people collect posters, and some famous posters have become quite valuable.

**Prices Include:**

- scanning of images, or color correct digital files
- layout, design and typesetting, all custom designed, no templates
- full bleed or borders, color text
- proof by e-mail or fax, full color printing
- premium paper stock
- archiving for reprints

**Turnaround time:**

- Same, 1 or 2 business days after approval

For quantities less than 50, and larger than 12x18 inches please see our [GICLÉE Printing](#).

# TERMS & CONDITIONS

Plain English version: ADG (us) / Client (you)



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## 1. Basic Terms

ADG reserves the right to refuse honoring a quotation if it feels that the quotation failed to cover all expenses and reasonable profits. All listed & quoted prices include a 5 point printed ADG credit on all printed materials and the job number for archive and reprint purposes (adgprinting.com 1-800-342-3282 / 070101a). If client wishes to remove the credit there will be a 30% surcharge. Resellers, please contact ADG at 1-800-342-3282.

## 2. Materials

All materials will be handled with care, but ADG assumes no responsibility for loss or damage of any materials provided by the client. Client should have copies of all materials submitted. Materials are returned with project on completion of work. Professional photographer's material must have a copyright release – ADG follows accepted industry standards when dealing with copyrighted works. Purchaser agrees to assume full responsibility for any copyright infringements. Purchaser also agrees to hold harmless and to indemnify ADG for all costs, expenses, attorneys fees, or judgements resulting from any claim or lawsuit against ADG for copyright infringement.

## 3. Color Reproduction & Quality

ADG will try its best to produce a high quality and accurate reproduction of pictures & logos, but may be unable to achieve an exact match. All

cards are "gang-run" on our digital or traditional offset presses, some color shift may occur during color separation or printing. ADG may advise clients when the reproduction quality is highly questionable and the client is responsible to make the final decision for usage of said materials.

## 4. Alterations & Extras

Any alterations to the original specifications will carry an hourly design charge if it is deemed necessary by ADG, at a rate of \$65/hr., min. 1/2 hr. Extras that fall into design time charges include: logo, photo manipulation, illustration and photo retouching. Please call for details and quotes on this type of work as it is not included in our basic pricing structure.

## 5. Digital Files

Projects submitted on disk or online must be set up using our Designer Guidelines, available by fax or on our website at [adgprinting.com](http://adgprinting.com). Please consult a copy of our **DESIGNER GUIDELINES** before designing your project. Ready to print files receive a discount. Preferred file format is **high resolution PDF**. We try to catch problems that may result in improper printing (i.e. font conversions, color & resolution issues), but proper setup is ultimately the responsibility of your designer. ADG will not be held responsible for the improper printing of files supplied. Files not set up using our Designer Guidelines will incur a \$65/hr. design charge to make them printable.

## 6. Proofing

On projects designed by ADG, proofs will be faxed or e-mailed in approximately 2-3 days of receiving your order on postcards. Flyers and brochures may take a few days longer. If client has extensive changes or corrections, additional layout/design time will be charged at an hourly rate, \$65/hour. ADG will always inform you before these charges are required. **Changes must be in writing**, no verbal corrections or approvals will be accepted.

All text must be proofed by the client to ensure accuracy. No changes will be accepted after client's approval of proof (This means spelling errors undetected, wrong phone numbers etc.). ADG will not be responsible for any errors or omissions after client's approval, regardless of origin. E-mail proof as PDF is available free of charge, colors may vary according to your screen calibration, and may not match the final print. All proofs must be signed, dated and returned by client before actual printing can commence. Faxed or E-mailed approvals will be considered original documents.

## 7. Timing

ADG's turnaround time after approval to print depends on the options selected when the order was placed (options include 0, 1 or 2 business days). **Printing and turnaround times are per approval or submission of ready to print files by 2:00 pm Pacific time on business days** and do not include weekends or commonly celebrated holidays. It is in ADG's interest to keep these turnaround times, however ADG is not responsible for any damages that may be caused by late deliveries. All delivery dates are approximate and can vary due to equipment failure, emergencies, or inability to obtain required materials. Shipping time is not included in turnaround time.

## 8. Quantities

Due to various factors in printing, quantities can vary 10% above or below the original order. There is no charge when overrun is the case, but ADG will adjust its cost when under printing happens. ADG will not rerun any jobs when the shortage is less than 10%.

## 9. Shipping & Handling

Shipment within the continental U.S. For ground ship add 10% to order total, for Priority Mail add 15%, for 2nd Day Air add 30% to order total. No Ground ship to HI & AK.

## 10. Payment

All jobs must be prepaid. Orders will not be processed without payment. Orders in the state of Washington are subject to state sales tax unless a resale certificate is submitted at the time of order placement. There is a \$25.00 charge for returned checks.

## 11. What's Included

ADG's prices include one hour of dedicated time towards the creative design and production of your project. This allotted time includes scanning, basic layout, e-mailing corrections of proofs and any other task needed for the completion of your project, including phone calls and retrieving e-mail.

If you are supplying your job as a ready to print, you will receive a discount. Your files will be checked, color corrected, printed and shipped. Fixing your files is not included in our discounted pricing, design charges will be assessed to total time needed to fix your project.

## 12. Cancellation of Order

Charges for cancellation of orders will be based on the degree of completion of your project:

1. If no work has been done, a full refund or credit will be issued.
2. If scanning and picture adjustment has been done, there will be a \$15.00 charge per image.
3. If layout is completed there will be an hourly charge of \$65.00 (minimum of one hour).
4. If order is completed, no refund is available.
5. If jobs are not completed within 60 days of order date due to client's delay, it will be cancelled by ADG and charged according to the terms above.

## 13. Claims

All claims regarding printed jobs must be submitted in writing for evaluation within ten days of receiving your product.