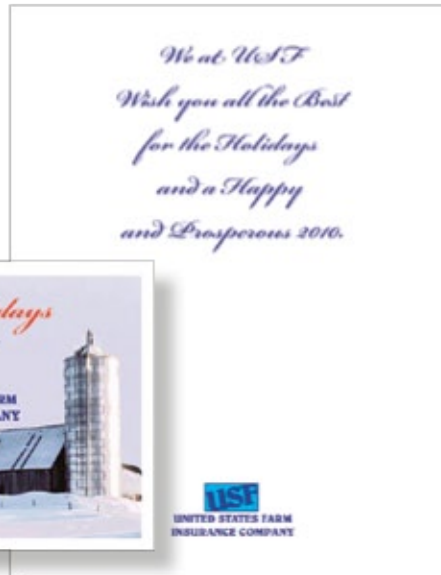




(Note: Catalog art not to scale. See sizes below.)



## #8500C Greeting Card

OVERALL SIZE: 7<sup>7</sup>/<sub>8</sub>" x 10<sup>1</sup>/<sub>2</sub>" scored to fold to 7<sup>7</sup>/<sub>8</sub>" x 5<sup>1</sup>/<sub>4</sub>"

- **Construction:** Single sheet of cover stock, scored to fold and shipped flat.
- **Picture/Ad Copy Area:** Up to 7<sup>7</sup>/<sub>8</sub>" x 5<sup>1</sup>/<sub>4</sub>" per panel. (Up to 4 panels total.) Copy may bleed.
- **Ad Copy Color:** Prints in 1 to 4-Color Process (Full Color)
- **Shipping Weight:** Approximately 27 lbs. per 1000

## #8370C Greeting Card

Year-In-View®

OVERALL SIZE: 8" x 15<sup>3</sup>/<sub>4</sub>"

- **Construction:** Single sheet of cover stock, scored to fold with a hole drilled for hanging. Shipped flat.
- **Ad Copy Area:** 7<sup>1</sup>/<sub>2</sub>" x 1<sup>1</sup>/<sub>2</sub>" at Bottom
- **Pad Design:** 4-color version as shown featuring 12 months grouped by the four seasons.
- **Picture Area:** 7<sup>1</sup>/<sub>2</sub>" x 5"
- **Ad Copy Color:** Black with full color photo/logo
- **Shipping Weight:** Approximately 40 lbs. per 1000

Idea Starter





**For added eye-appeal, add FOIL to your custom greeting card. Contact factory for a quote.**

### GENERAL INFORMATION for Items #8370C & #8500C



- **Picture Color:** Process color (4 color pricing).
- **Price Includes:** Placement of 1 photograph & 1 logo, up to 6 lines of advertising copy, and 1 complete color proof.

### ACCESSORIES & OPTIONAL EXTRAS for #8370C & #8500C

|   |                 |
|---|-----------------|
| Envelopes: Calendars or Cards inserted .....  | each 14¢ (G)    |
| Copy: Extra lines (over 5) .....              | each \$2.50 (G) |
| Custom Pad Design (8370C only) .....          | \$180.00 (G)    |
| Change of Copy/Combined Quantity Pricing..... | Contact Factory |
| Absolute Minimum Quantity .....               | 50 Pieces       |
| Less Than Minimum Charge .....                | \$50.00 (G)     |

| Short-Run PRICE - Each          | Quantity   | 100             | 200  | 300  | 400  | 500  | 750  | 1000 |
|---------------------------------|--|-----------------|------|------|------|------|------|------|
| Full-Color #8370C Year-In-View® |  before 5/31/2010 | 5.61            | 3.21 | 2.40 | 1.99 | 1.74 | 1.41 | 1.24 |
|                                 |  | after 5/31/2010 | 6.23 | 3.57 | 2.67 | 2.21 | 1.93 | 1.57 |
| Full-Color #8500C Greeting Card |  before 5/31/2010 | 4.19            | 2.41 | 1.80 | 1.49 | 1.31 | 1.05 | 0.92 |
|                                 |  | after 5/31/2010 | 4.66 | 2.68 | 2.00 | 1.66 | 1.46 | 1.17 |

7A

| Long-Run PRICE - Each           | Quantity   | 1500            | 2000 | 2500 | 3000 | 3500 | 5000 | 10000 |
|---------------------------------|--|-----------------|------|------|------|------|------|-------|
| Full-Color #8370C Year-In-View® |  before 5/31/2010 | 0.95            | 0.85 | 0.79 | 0.74 | 0.69 | 0.53 | 0.37  |
|                                 |  | after 5/31/2010 | 1.06 | 0.94 | 0.88 | 0.82 | 0.77 | 0.59  |
| Full-Color #8500C Greeting Card |  before 5/31/2010 | 0.71            | 0.64 | 0.59 | 0.55 | 0.53 | 0.42 | 0.35  |
|                                 |  | after 5/31/2010 | 0.79 | 0.71 | 0.66 | 0.61 | 0.59 | 0.47  |