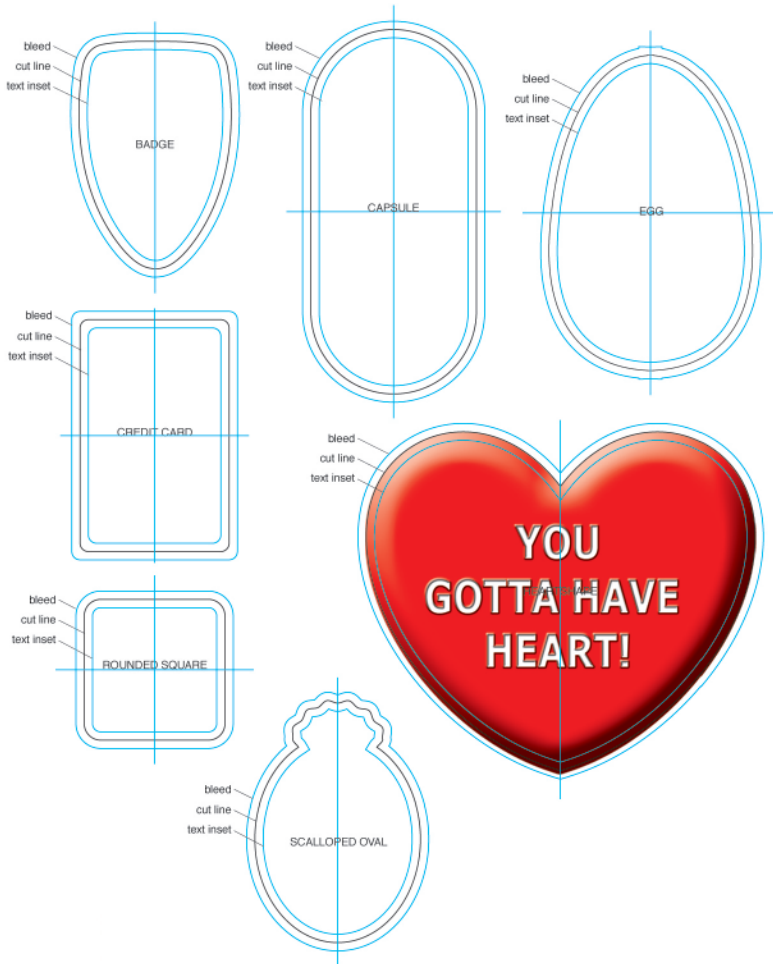




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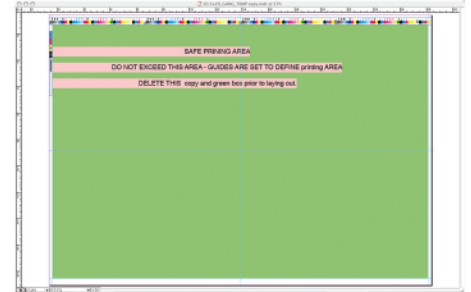
**GANG RUN PRICE LIST 2004**

Quantity	2x3.5 in 9x14		4.6		5x7		5.5x8.5 in 6x9	
	UV Coated	UV Coated	UV Coated	UV Coated	UV Coated	UV Coated	UV Coated	UV Coated
5,000	\$275	\$300	\$300	\$300	\$400	\$475	\$475	\$500
10,000	\$500	\$500	\$500	\$575	\$600	\$675	\$675	\$700
15,000	\$700	\$700	\$700	\$775	\$800	\$875	\$875	\$900
20,000	\$900	\$900	\$900	\$975	\$1000	\$1075	\$1075	\$1100
25,000	\$1100	\$1100	\$1100	\$1175	\$1200	\$1275	\$1275	\$1300
30,000	\$1300	\$1300	\$1300	\$1375	\$1400	\$1475	\$1475	\$1500
35,000	\$1500	\$1500	\$1500	\$1575	\$1600	\$1675	\$1675	\$1700
40,000	\$1700	\$1700	\$1700	\$1775	\$1800	\$1875	\$1875	\$1900
45,000	\$1900	\$1900	\$1900	\$1975	\$2000	\$2075	\$2075	\$2100
50,000	\$2100	\$2100	\$2100	\$2175	\$2200	\$2275	\$2275	\$2300
55,000	\$2300	\$2300	\$2300	\$2375	\$2400	\$2475	\$2475	\$2500
60,000	\$2500	\$2500	\$2500	\$2575	\$2600	\$2675	\$2675	\$2700
65,000	\$2700	\$2700	\$2700	\$2775	\$2800	\$2875	\$2875	\$2900
70,000	\$2900	\$2900	\$2900	\$2975	\$3000	\$3075	\$3075	\$3100
75,000	\$3100	\$3100	\$3100	\$3175	\$3200	\$3275	\$3275	\$3300
80,000	\$3300	\$3300	\$3300	\$3375	\$3400	\$3475	\$3475	\$3500
85,000	\$3500	\$3500	\$3500	\$3575	\$3600	\$3675	\$3675	\$3700
90,000	\$3700	\$3700	\$3700	\$3775	\$3800	\$3875	\$3875	\$3900
95,000	\$3900	\$3900	\$3900	\$3975	\$4000	\$4075	\$4075	\$4100
100,000	\$4100	\$4100	\$4100	\$4175	\$4200	\$4275	\$4275	\$4300

**DIE-CUT \$10 per 1000 - STOCK DIES ONLY** All UV Coated jobs have a 3-day turnaround.

**Prices Do Not Include the Following:** All Prices are subject to Sales Tax and are based on supplied artwork on die cuts.  
 \* Artwork Design \* Must be accompanied by a Customer Mechanical supplied as a vector print file.  
 \* Shipping \* Must comply with DOT file \* Version 04/04  
 \* Color Proof \* ALL JOBS ARE GANG RUN \* COLOR MATCH MAY VARY SLIGHTLY  
 \* Setup \* Partitions, and/or Sealing

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# Die-Cuts & Folding Material MANUAL



# Prepress Guide For Die Cuts and Folding Material

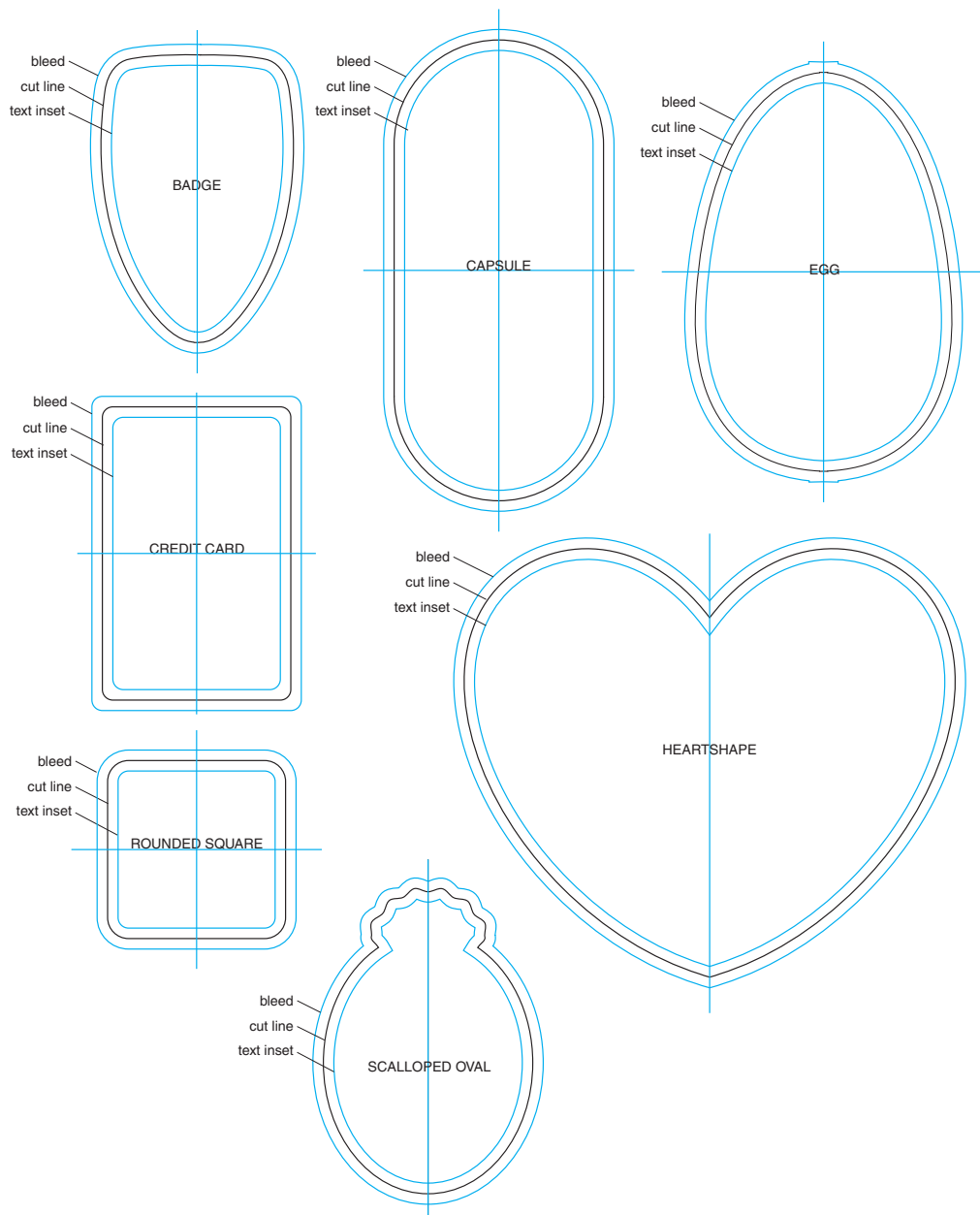
This guide is provided for understanding how to make use and design jobs for die-cut purposes as well as, folding material (e.g. tri-fold brochures). For file preparation please refer to our prepress guides.

## Die-Cuts

The Following are examples of the Templates we have ready for download on our website in Illustrator and Photoshop formats. These templates have guides set up for type safety, trim, and bleed.

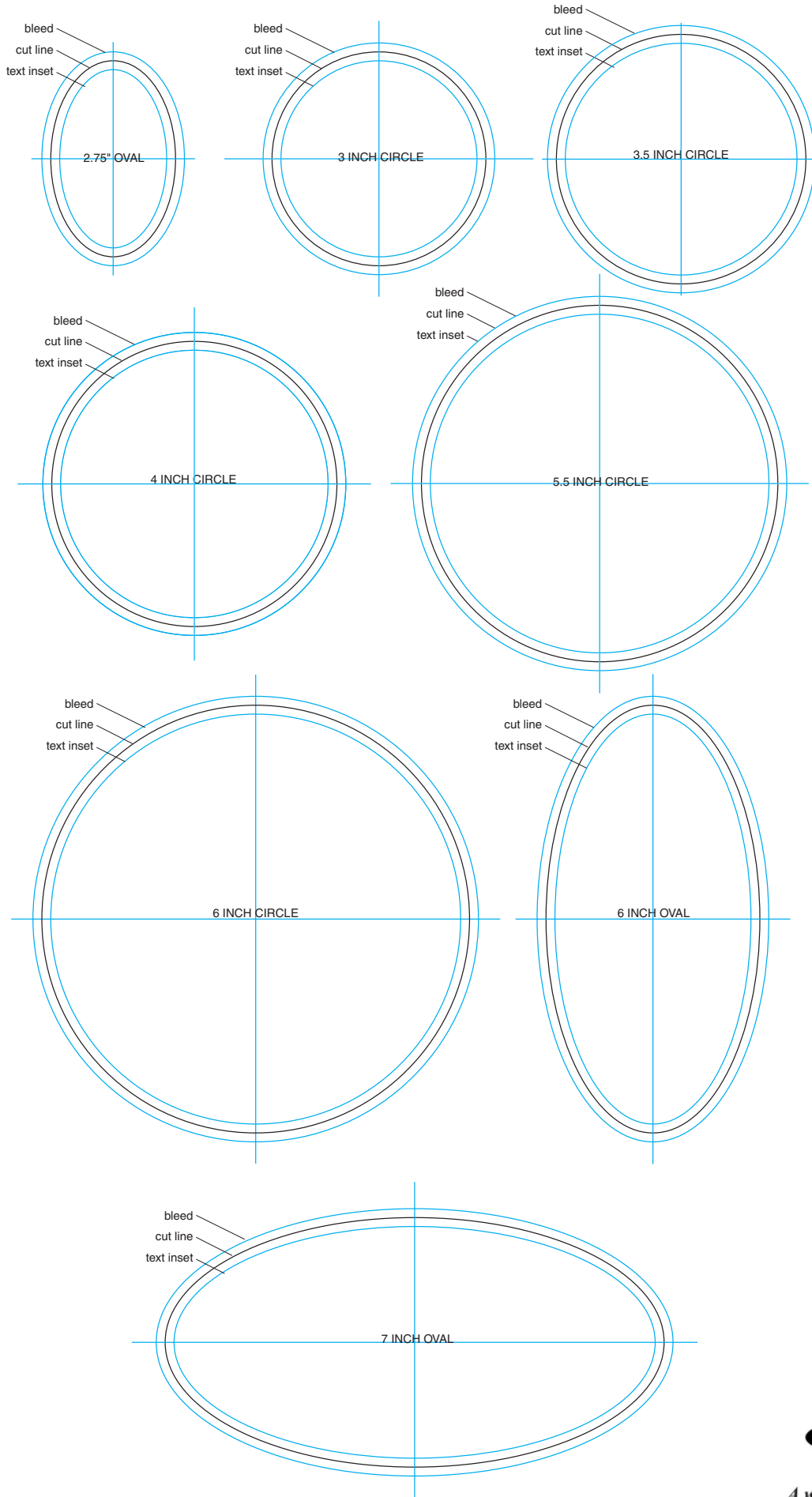
The following section explains how die-cuts should be designed.

### Uncommon Shapes Not Actual Size



# Circles & Ovals

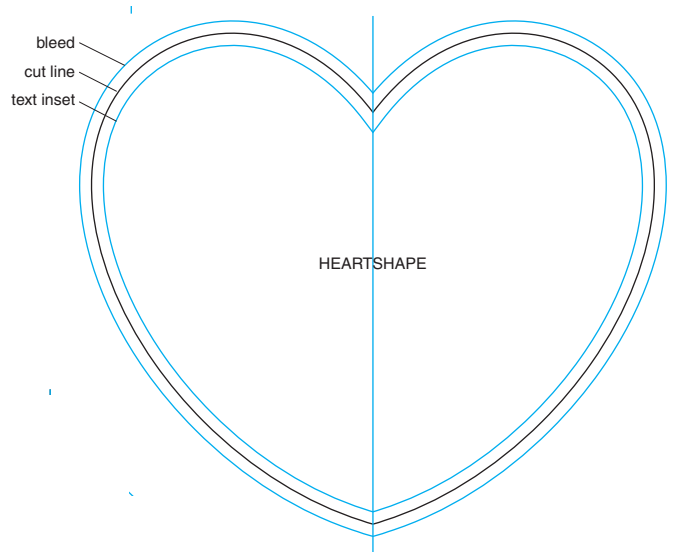
Not Actual Size



## Die-Cut Design

The templates, as you have seen, have 3 areas. The bleed area (outer), the trim area (middle), and type safety (inner) guides. So how do we use these templates to the best of our advantage. The follow are the steps you can take to produce an effective die-cut file design.

The template to the right is that of a heart shape. The black guide (middle) represents the cut line. The inner blue line represents the safety for type and images, it's very important that you don't place any critical images or type past that guide. Die-cutting variation can place your copy and images in jeopardy of being cut. The outer bleed line is set at 1/8", it is recommended to 3/16" bleed, if not more. Below is an example of what we are ideally looking for.



The left is an example of what a final file should look like when we receive it. You'll notice that the bleed well extends past 1/8" inch and it also is a box shaped file. This provides the absolute certainty that no paper color will show up due to expected slippage in cutting.

The right is an example of what the final product will look like after being cut.



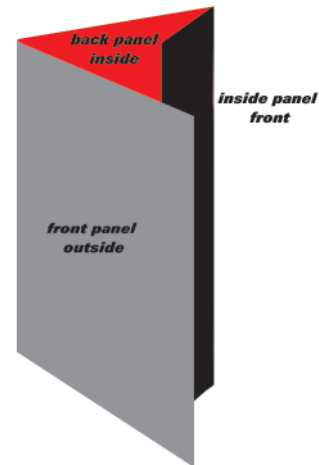
## Folding Designs

Over time there has been many folding pieces that we have dealt with, we feel that the clients needed a resource to better understand and design their folding pieces. Hence this section covers the fundamental aspects of designing a folding piece.

### All Panels are **NOT** created equally

Yes, equality does not exist when folding pieces are concerned, the only exceptions to this are acordion folds and when you have a piece fold in half. You cannot fit something of equal size into something of equal size (if a garage was the exact width of your car, would it fit?)

Let's take a letter size tri-fold for example. Letter size is 11" x 8.5" and has 3 panels ( front, back, and inside). Often, we have received designs where each panel is ~ 3.67" ( 11 divided by 3). This cannot work. The only equal panels in most folding pieces should be the Front and the Back. The inside panel should be ~ .125" smaller that the panel it folds into. So, a Letter Size Trifold should be measure as the following: **Front Panel: 3.71" Back Panel: 3.71" Inside Panel: 3.58"**

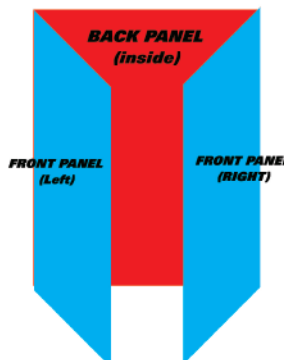


Again, if this was a four panel brochure (larger than letter size), where there fourth panel folded into the third panel, the fourth panel size would measure ~ 3.45". This is calculated by the following...

3.58" (The third panel) minus .125" = ~ 3.45" ( Fourth Panel size.)



Accordion Folds can have equal panels because the inside panel does not fold into the front and back panels.



Gatefolds have the front dimension split in half. You should avoid having copy run in the middle of the cover, because of cutting variance.

### Type Safety in Panels

Type Safety should always be 1/8" from the trim area, however if you are creating a folding piece where your design demands that the type does not end up in the crease of a fold, the same rule applies. You should set your type 1/8" away from the fold areas of the panel.



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