# PREFERRED PRINT PRICING for the TOURISM INDUSTRY

**Ordering your rack cards and brochures is easy.**

To place your order call us at **800-755-4846** or send us an email with your quantity, order details and contact information at **rackprogram@plitho.com**.

You can also log onto **storefront.plitho.com/rackcards** for an easy on line order placement

Large files as well as native files can be uploaded to our FTP site or you can use Dropbox (email for an invite).

- URL: ftp.plitho.com
- Username: rack
- Password: program

After uploading, contact us at **rackprogram@plitho.com** with the file name and your order information. Your rack cards and brochures are printed in full color on both sides and trimmed and/or folded to the tourism industry standard 4"x9" unless other sizes are requested.

At no additional cost, all rack cards and folded brochures will include gloss aqueous coating to further enhance their effectiveness and durability.

Allow approximately 7 to 14 working days for completion and delivery after proof approval for your rack card or rack brochure. Your delivery date will be issued when proof is returned.

We ask that all orders be paid in full prior to printing and we gladly accept all major credit cards.

## Additional Services

Precision Litho is a full service digital and offset printer. Do you need something other than a rack card or rack brochure? Ask our friendly service representative or log on to **plitho.com**

- Digital and variable data print capabilities
- Traditional offset printing
- Full service marketing to connect you with your customers
- Display graphics to create the perfect environment
- Smartphone and tablet targeted sites
- Fulfillment capabilities to serve your every need

CERTIFIED FOLDER DISPLAY SERVICE, INC. SINCE 1899

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**Certified Folder Display Service, Inc.**
North America's largest travel brochure, distribution and display service.
**Phone: 760-727-5100**

PRECISION
A CONSOLIDATED GRAPHICS COMPANY

## Rack Cards:

4x9" / two-sided / full color / 10 pt. cover stock

| Units | Cost | Unit Cost |
|---|---|---|
| 12,500 | $725 | 5.8¢ |
| 25,000 | $1,190 | 4.8¢ |
| 50,000 | $1,965 | 3.9¢ |
| 75,000 | $2,665 | 3.6¢ |
| 100,000 | $3,145 | 3.1¢ |
| 125,000 | $3,830 | 3.1¢ |
| 150,000 | $4,450 | 3.0¢ |
| 200,000 | $5,760 | 2.9¢ |

Rack Card

## 4-Panel Folded Brochure:

8x9" folds to 4x9" / two-sided / full color / 100 lb. gloss stock

| Units | Cost | Unit Cost |
|---|---|---|
| 12,500 | $1,025 | 8.2¢ |
| 25,000 | $1,145 | 4.6¢ |
| 50,000 | $1,900 | 3.8¢ |
| 75,000 | $2,645 | 3.5¢ |
| 100,000 | $3,390 | 3.4¢ |

Single Fold

## 6-Panel Brochure:

12x9" folds to 4x9" / two-sided / full color / 100 lb. gloss stock

| Units | Cost | Unit Cost |
|---|---|---|
| 12,500 | $1,250 | 10.0¢ |
| 25,000 | $1,665 | 6.7¢ |
| 50,000 | $2,740 | 5.5¢ |
| 75,000 | $3,650 | 4.9¢ |
| 100,000 | $4,675 | 4.7¢ |

Roll Fold

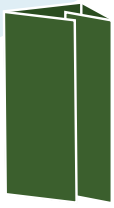
Z Fold

## 8-Panel Brochure:

16x9" folds to 4x9" / two-sided / full color / 100 lb. gloss stock

| Units | Cost | Unit Cost | Units | Cost | Unit Cost |
|---|---|---|---|---|---|
| 12,500 | $1,625 | 13.2¢ | 75,000 | $4,365 | 5.8¢ |
| 25,000 | $2,415 | 9.7¢ | 100,000 | $5,700 | 5.7¢ |
| 50,000 | $3,685 | 7.4¢ | | | |

Accordion Fold


Gate Fold

Double Parallel Fold

## Short Runs Rack Cards:

digital / 100 lb. / gloss cover

| Color | Units | Cost | Unit Cost |
|---|---|---|---|
| 4/4 | 1,000 | $290 | 0.29¢ |
| 4/4 | 2,000 | $490 | 0.25¢ |

## Short Run Brochures:

digital / 100 lb. / gloss text / folded to 4, 6, or 8-panel

| Size | Units | Cost | Unit Cost |
|---|---|---|---|
| 8x9" | 1,000 | $390 | 39.0¢ |
| 8x9" | 2,000 | $590 | 29.5¢ |
| 9x12" | 1,000 | $440 | 44.0¢ |
| 9x12" | 2,000 | $695 | 34.8¢ |
| 9x16" | 1,000 | $745 | 74.5¢ |
| 9x16" | 2,000 | $945 | 47.3¢ |

## Terms and Conditions

Prices are based on customer supplied electronic files in the industry standard formats. Additional costs may apply for files supplied in non-standard programs such as Publisher, Word, or Corel Draw. If you have questions, please inquire about supplying files. Customer requested alterations are additional.

## Green Initiatives and Processes

At Precision Litho we recycle all paper scraps, unused inks, plastic materials and all printing plates in our manufacturing and office environments. We print with soy and vegetable-based inks, use alcohol-free press fountain solutions, and low volatile organic compound solvents (VOCs). Our efforts are 100% offset by natural wind energy.

Like our clients, Precision Litho is concerned about our environment. We are proud to be certified and participate with three of America's leading environmental awareness programs - the Forestry Stewardship Council, American Forests and Green Partners.

Rainforest Alliance Certified

FSC www.fsc.org The mark of responsible forestry FSC® C015782

Our printing supports renewable energy renewablechoice.com