

Printing & Direct Mail

- Quality Short-Run, Full-Color Printing, Direct Mail & More.
- Complete Development
- Design
- Creation
- Fulfillment
- Specializing in Printing and Mailing of Short Run Personalized Direct Mail Campaigns

**Herald Journal
Printing**
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Winsted, MN 55395
Metro (320) 485-2535

printing@heraldjournal.com

www.hjp-printing.com



FILE REQUIREMENTS

PREFERRED FILES

InDesign CS4 or lower
Photoshop CS3 or lower
Illustrator CS3 or lower
PDF

OTHER FILES*

Quark - We accept Quark 5 and 6, but cannot make any changes to files
Word - We work on a Macintosh platform; PC Word files often do not always convert properly
Microsoft Publisher - We can open Publisher documents but cannot make any changes to files

REQUIRED RESOLUTION

Newspaper photos: 250 dpi
Newspaper line art: 600 dpi
Web graphics: 72 dpi
Digital Printing: 600/1200 dpi
Signage: 300 or higher dpi

**Lower resolution will result in a lower quality reproduction.*

FONTS

Embed all fonts. We reserve the option to substitute similar fonts if necessary (must provide hard copy with which to match fonts. When it is essential to preserve a font appearance, please use outlines or provide material in a graphic format. Fonts are not interchangeable between Mac and PC platforms.

COLOR

Newspaper: CMYK or PMS/Spot color, produced in original layout program
Web: RGB
Digital printing: CMYK
Signage: CMYK

**We are not responsible for color variances due to conversions from incorrect formats. It is understood all color is subject to some variation.*

FILE TRANSFER/ACCEPTED MEDIA

- E-mail to ads@heraldjournal.com
- For larger files, please contact us for ftp transfer site access.
- We accept CD, DVD, Portable Flash Drives

**Use file compression (.zip, .sit) when practical)*

When submitting materials, please identify your company name, contact name and number, description of what the item is intended for, and if applicable, the name of your HJ sales representative.

**Additional design charges may apply for handling files not in preferred format, or not meeting specifications.*

Acceptable File Formats

EPS (preferred)

Vector EPS is the preferred format for signs, printing publications, and or advertising.

Encapsulated PostScript. EPS files can be either binary or ASCII. The term EPS usually implies that the file contains a bit-mapped representation of the graphics for display purposes, PostScript Files include only the PostScript commands for printing the graphic.

PDF

PDF is a preferred format for print jobs, and advertising.

Portable Document Format. PDFs are formatted documents that appear on the recipient's monitor or printer as they were intended to be viewed. To view a file in PDF format, you need Adobe Reader, a free application distributed by Adobe Systems.

Tif

TIFF format is a higher quality, raster format, best for photos, and camera ready art.

Tagged Image File Format. One of the most widely supported file formats for personal computers (both PC and Macintosh computers).

JPG or JPEG

A JPEG format is intended for previewing and or web use only.

Joint Photographic Experts Group. JPEG is a compression technique for color images. Although it can reduce Files sizes to about 50 percent of their normal size, some detail is lost in the compression. It is intended for internet use.

GIF

GIF format is for previewing and web use only.

Graphics Interchange Format, a bit-mapped graphics file format used by The World Wide Web. GIF supports color and various resolutions. It also includes data compression, but because it is limited to 256 colors, it is more effective for images such as illustrations or logos rather than color photos.

Herald Journal Printing

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printing@heraldjournal.com • www.hjp-printing.com

Disclaimer on all Print Jobs: Any order under \$100 will incur a \$15 minimum charge.

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BUSINESS CARDS

In business, first impressions mean a lot. Your business card should continue the impression long after you've said goodbye. Herald Journal is here to help.

Our standard business card is printed on 100 lb. white Domtar cover. If you prefer a gloss coat, we provide 100 lb. Centura gloss cover. Special stock paper charges refer to specialty papers, whether you need a stiffer paper (110 lb. white Domtar cover, 12 pt. Productolith cover, or 120 lb. Centura gloss cover), a metallic paper like the Stardream line, or a neon color - we have a variety of specialty choices.

If price is a factor, we do have an economy line. We have a varied selection of 80 lb. cover material, both in color and finish, from which to choose.

Ask a Herald Journal sales representative for a sample of any of these papers. You may order quantities as low as 100 business cards, but the minimum charge is the same as 250 business cards.

STANDARD BUSINESS CARD

Printed on 130 lb. uncoated cover stock, or 120 lb. gloss coated cover stock.

	250 (min.)	500	Additional 500, add
Full Color	\$58	\$69	\$20
Black & White	\$39	\$59	\$10

ECONOMY BUSINESS CARD

Printed on 100 lb. Domtar or Centra Gloss cover, or 12 pt Productolith.

	250 (min.)	500	Additional 500, add
Full Color	\$44	\$59	\$20
Black & White	\$29	\$49	\$10

ADDITIONAL CHARGES

Camera-ready artwork is acceptable as long as it follows our file requirements. (see pg. 1)
Additional charges* may be applied for any of the following:

Design Fee	\$40
Second side printing	Black & White-\$10 Full Color-\$25
Special paper stock	\$10
Thermography	quote
Clear Coat	\$10



NOTEPADS

Need a notepad to hand out? We can print it for you. Want a custom-designed memo pad? We can design and print it for you. Your choice of clear or red padding.

50-SHEET NOTE PADS

Printed on 20-lb. paper, black print with chipboard backing. Minimum order is 32 pads, sold in increments of 8.

Price per pad	32	64	128
4.25" x 5.5"	\$3.76	\$2.24	\$1.87
5.5" x 8.5"	\$4.54	\$3.67	\$2.87

100-SHEET NOTE PADS

Printed on 20-lb. paper, black print with chipboard backing. Minimum order is 32 pads, sold in increments of 8.

Price per pad	32	64	128
4.25" x 5.5"	\$5.11	\$3.04	\$2.43
5.5" x 8.5"	\$6.14	\$4.99	\$3.88



LETTERHEAD

When communicating by mail, your letterhead is basically an extension of you and your business on paper.

Our standard letterhead, quoted to the right, is printed on 70 lb. white offset paper. If a watermark is desired, try a Classic Crest 24 lb. stock, like Avon Brilliant White, Avon Solar White, or Recycled Bright White, all in either a smooth or linen finish.

Ask a Herald Journal sales representative for a sample of any of these papers.

Complex layout will require additional design charge.

	250	500	1,000
Full color	\$125	\$220	\$279
Black only	\$63	\$95	\$136
Bleed/Trim	add \$0.04/piece		



BUSINESS ENVELOPES

Our standard business envelope is printed on 24 lb. bond white wove paper.

If you like, a Herald Journal sales representative would be happy to quote a Classic Crest 24 lb. stock, like Avon Brilliant White, Avon Solar White, or Recycled Bright White, all in either a smooth or linen finish.

Ask a Herald Journal sales representative for a sample of any of these papers.

#10 envelopes, 24-lb. white wove, one-color price is for standard black, blue, or red ink. Full-color envelopes are process CMYK. For matching letterhead and envelopes, please indicate "matching stock." Price may vary due to fluctuation in actual paper cost.

B&W	1000	1500	2000	2500	3000	3500	4000	4500	5000
#10 Regular	\$75.25	\$91.50	\$115.90	\$141.05	\$145.75	\$165.35	\$185.00	\$199.69	\$214.00
#10 Window	\$82.07	\$101.84	\$126.60	\$146.23	\$176.23	\$194.23	\$212.23	\$230.23	\$248.25
FULL COLOR	1000	1500	2000	2500	3000	3500	4000	4500	5000
Full Color, (regular)	\$286.32	\$320.06	\$347.06	\$376.74	\$400.89	\$425.04	\$449.19	\$473.34	\$497.51
Full Color, (window)	\$293.45	\$330.75	\$361.28	\$393.83	\$421.11	\$448.40	\$475.68	\$502.96	\$530.23

NCR FORMS

You're ready to give the quote, make the sale, or ship the merchandise. But, how can you easily keep record of that information?

Herald Journal Printing is your custom NCR (No Carbon Required) business form printer. Sizes listed below are only guidelines - other sizes and/or paper color combinations are available. Many common forms may also be found in our business form and supply catalog. If you need a form specific to your business and cannot find it, we have a design staff available to design the form you need.

Prices are based on black ink only, sold in sets. Ask for a bid for color printing. Design is not included. Please refer to page 1 for camera ready file requirements. Minimum order of 100 sets.

5.5"x8.5" NCR FORM

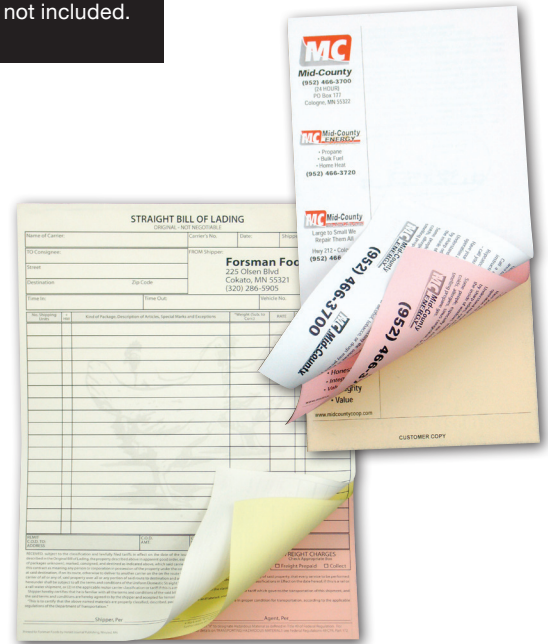
Price per set	Up to 250	251- 500	501- 750	751- 1000	1001+
2-part form (white/canary)	\$0.38	\$0.23	\$0.18	\$0.15	quote
3-part form (white/canary/pink)	\$0.45	\$0.30	\$0.27	\$0.25	quote
4-part form (white/canary/pink/gold)	\$0.52	\$0.38	\$0.34	\$0.32	quote

8.5"x11" NCR FORM

Price per set	Up to 250	251- 500	501- 750	751- 1000	1001+
2-part form (white/canary)	\$0.48	\$0.35	\$0.31	\$0.29	quote
3-part form (white/canary/pink)	\$0.61	\$0.50	\$0.46	\$0.44	quote
4-part form (white/canary/pink/gold)	\$0.76	\$0.65	\$0.61	\$0.59	quote

8.5"x14" NCR FORM

Price per set	Up to 250	251- 500	501- 750	751- 1000	1001+
2-part form (white/canary)	\$0.59	\$0.48	\$0.44	\$0.42	quote
3-part form (white/canary/pink)	\$0.82	\$0.71	\$0.67	\$0.66	quote



SECURITY PAPER / KANT COPY

Prices based on 60# Void in Blue or Green.

KANT COPY CERTIFICATES 6.5" x 2.5"

Price per piece	Up to 250	251- 500	501- 750	751- 1000	1001+
Black 1 side	\$0.50	\$0.23	\$0.14	\$0.11	quote
Black 2 sides	\$0.51	\$0.24	\$0.15	\$0.12	quote
Color 1 side	\$0.53	\$0.24	\$0.16	\$0.12	quote
Color 1 side / Black 1 side	\$0.54	\$0.25	\$0.17	\$0.13	quote
Color 2 sides	\$0.55	\$0.27	\$0.18	\$0.15	quote

KANT COPY CERTIFICATES 8.5" x 5.5"

Price per piece	Up to 250	251- 500	501- 750	751- 1000	1001+
Black 1 side	\$0.55	\$0.27	\$0.18	\$0.15	quote
Black 2 sides	\$0.57	\$0.29	\$0.20	\$0.17	quote
Color 1 side	\$0.58	\$0.31	\$0.21	\$0.18	quote
Color 1 side / Black 1 side	\$0.60	\$0.33	\$0.23	\$0.20	quote
Color 2 sides	\$0.63	\$0.36	\$0.26	\$0.23	quote



POLYESTER PAPER

Polyester paper is tear resistant paper that allows you to eliminate the need to laminate the paper. It is paper-like and pencil erasable with digital and traditional printability. This paper is also suitable for outdoor usage.

10.7 MIL POLYESTER NEVER TEAR 8.5" x 3.5"

Price per piece	Up to 250	251- 500	501- 750	751- 1000	1001+
Black 1 side	\$0.85	\$0.56	\$0.46	\$0.42	quote
Black 2 sides	\$0.86	\$0.57	\$0.47	\$0.43	quote
Color 1 side	\$0.87	\$0.58	\$0.48	\$0.44	quote
Color 1 side / Black 1 side	\$0.88	\$0.59	\$0.49	\$0.45	quote
Color 2 sides	\$0.90	\$0.62	\$0.51	\$0.47	quote

10.7 MIL POLYESTER NEVER TEAR 8.5" x 5.5"

Price per piece	Up to 250	251- 500	501- 750	751- 1000	1001+
Black 1 side	\$1.02	\$0.73	\$0.63	\$0.59	quote
Black 2 sides	\$1.04	\$0.75	\$0.65	\$0.61	quote
Color 1 side	\$1.07	\$0.76	\$0.66	\$0.62	quote
Color 1 side / Black 1 side	\$1.04	\$0.77	\$0.68	\$0.64	quote
Color 2 sides	\$1.07	\$0.81	\$0.71	\$0.67	quote



WEDDING INVITATIONS

Your wedding day will be unique to you, shouldn't your invitations be unique also?

Bring in your ideas or look through our samples, and we'll help you come up with an invitation design that reflects your special day. We also have a great selection of ready-made invitations we can order in for you.

With so many choices, we can't really give pricing here, but stop in, we think you'll be pleasantly surprised at what we can do for you.

Herald Journal has a wide selection of paper stock and clear coating abilities! Talk to a Herald Journal customer service rep about the numerous ways we can customize your wedding.



INVITATION/THANK YOU/GREETING CARDS

A-2 CARDS

Printed on 80 lb. Domtar cover. (5.5"x4.25")

Price per piece	<100	101-250	251-500	1,000+
Black & White, one-sided printing	\$0.58	\$0.25	\$0.14	\$0.08
Black & White, two-sided printing	\$0.61	\$0.28	\$0.17	\$0.11
Color, one-sided printing	\$0.62	\$0.29	\$0.18	\$0.12
Color one side, black & white the other	\$0.64	\$0.31	\$0.20	\$0.14
Color, two-sided printing	\$0.67	\$0.34	\$0.23	\$0.17

A-2 FOLDED CARDS

Printed on 80 lb. Domtar cover. (5.5"x8.5" with a center score for easy folding)

Price per piece	<100	101-250	251-500	1,000+
Black & White, one-sided printing	\$0.65	\$0.33	\$0.27	\$0.21
Black & White, two-sided printing	\$0.68	\$0.35	\$0.29	\$0.23
Color, one-sided printing	\$0.69	\$0.36	\$0.30	\$0.24
Color one side, black & white the other	\$0.73	\$0.40	\$0.32	\$0.26
Color, two-sided printing	\$0.76	\$0.43	\$0.32	\$0.27

A-6 TO A-8 CARDS

Printed on 80 lb. Domtar cover. (A-6 is 6.25"x4.5"; A-7 is 7"x5"; A-8 is 7.875"x5.25")

Price per piece	<100	101-250	251-500	1,000+
Black & White, one-sided printing	\$0.61	\$0.28	\$0.17	\$0.11
Black & White, two-sided printing	\$0.63	\$0.30	\$0.19	\$0.13
Color, one-sided printing	\$0.64	\$0.31	\$0.20	\$0.14
Color one side, black & white the other	\$0.66	\$0.33	\$0.22	\$0.16
Color, two-sided printing	\$0.69	\$0.36	\$0.25	\$0.19

A-6 TO A-8 FOLDED CARDS

Printed on 80 lb. Domtar cover. (A-6 is 6.25"x9"; A-7 is 7"x10"; A-8 is 7.875"x10.5" all with a center score for easy folding)

Price per piece	<100	101-250	251-500	1,000+
Black & White, one-sided printing	\$0.72	\$0.39	\$0.28	\$0.22
Black & White, two-sided printing	\$0.76	\$0.43	\$0.32	\$0.26
Color, one-sided printing	\$0.78	\$0.45	\$0.34	\$0.28
Color one side, black & white the other	\$0.82	\$0.48	\$0.38	\$0.32
Color, two-sided printing	\$0.88	\$0.55	\$0.44	\$0.38

#10 CARD - FIT INTO #10 ENVELOPE (8.5X3.5)

Prices do not include a bleed. Please ask a sales associate for a quote.
Both black-and-white printing and single color printing are available.

Price per piece	Up to 250	251-500	501-750	751-1000	1001+
Full color, one-sided printing	\$0.32	\$0.20	\$0.16	\$0.14	quote
Full color, two-sided printing	\$0.35	\$0.23	\$0.19	\$0.17	quote

You've made the big sale, and you want to send a personalized thank you. Or, maybe your fiancé was supposed to line up the wedding invites, and now it's only a week before they need to be in the mail and you still don't have them. Who can you turn to?

Herald Journal Printing is your local custom print shop. With Herald Journal's experienced print staff at your hands, it's your imagination that's the limit (and your pocketbook).

Call a Herald Journal sales rep with your ideas for a quote today.



GREETING CARD ENVELOPES

Standard 24 lb. with wove envelopes, blank or with black printing only.

Size	Blank	Printed (B/W only)
A-2	\$0.06 ea.	\$0.16 ea.
A-6	\$0.07 ea.	\$0.17 ea.
A-7	\$0.08 ea.	\$0.18 ea.
A-8	\$0.09 ea.	\$0.19 ea.

DIGITAL PRINTING

Herald Journal Printing provides fast-turn digital printing, eliminating the need to travel miles from home for the same service. Compare our regular price to a nationally known copy center's advertised sale price, then realize that you don't have to travel far to get quality and value.

Prices may vary. See a Herald Journal sales representative to find the service and price that best fits your needs.

8.5"x11" FLIER PRINTED ON 20 LB. BOND ANY COLOR PAPER STOCK

Price is for straight printing where artwork will not bleed off the edge. Bleed, fold, and tab extra. Design is not included in these prices. Upgrade to 60 lb. Offset for just \$0.01 per peice.

Price per piece	250 to 500	501-750	751-1000	1001-1500	1501-2000	2001+
Black & White, one-sided printing	\$0.25	\$0.22	\$0.19	\$0.16	\$0.13	quote
Black & White, two-sided printing	\$0.33	\$0.30	\$0.25	\$0.20	\$0.15	quote
Color, one-sided printing	\$0.37	\$0.33	\$0.29	\$0.21	\$0.17	quote
Color one side, black & white the other	\$0.45	\$0.36	\$0.30	\$0.26	\$0.20	quote
Color, two-sided printing	\$0.58	\$0.42	\$0.34	\$0.29	\$0.25	quote



8.5"x11" FLIER PRINTED ON WHITE 28 LB. BOND, OR 80 LB. COATED TEXT

A heavier that stock will keep text and artwork from showing through to the other side.

Price per piece	250 to 500	501-750	751-1000	1001-1500	1501-2000	2001+
Black & White, one-sided printing	\$0.42	\$0.30	\$0.26	\$0.20	\$0.15	quote
Black & White, two-sided printing	\$0.45	\$0.33	\$0.29	\$0.22	\$0.17	quote
Color, one-sided printing	\$0.47	\$0.35	\$0.31	\$0.23	\$0.19	quote
Color one side, black & white the other	\$0.51	\$0.39	\$0.35	\$0.28	\$0.22	quote
Color, two-sided printing	\$0.57	\$0.45	\$0.38	\$0.36	\$0.27	quote



ADDITIONAL CHARGES

Camera-ready artwork is acceptable as long as it follows our file requirements. (see pg. 1) Additional charges may be applied for any of the following:

Folding	\$0.02/flyer, \$10 minimum
Tabbing	\$0.02/flyer, \$10 minimum
Addressing	\$65 file prep + \$0.02/address



POSTERS

You're having an event, and now you need to promote it. We'll print your posters for you. Our standard poster is printed on a one-sided cast-coated 12 point paper, giving the surface a beautiful, glossy look, on a durable paper that will last. If you're thinking of printing the information on both sides of your poster, consider our 80 lb. coated cover stock. If it's a lighter poster you are looking for, ask to see a sample of our 65 lb. coated cover stock.

White 65 lb. gloss cover stock, white 80 lb. gloss cover stock, or white 12-pt. Bindkote cast-coated cover stock paper. Larger sizes available through our sign department. Full bleed available on sizes up to 12x18 inches.

11 x 17, black	\$1.07/piece
11 x 17, full color	\$1.27/piece
12 x 18, black	\$1.23/piece
12 x 18, full color	\$1.43/piece
13 x 19, black	\$1.47/piece
13 x 19, full color	\$1.67/piece
Add Clear Coating	\$1.00/piece



POLYESTER POSTERS

12"x18" 10.7 MIL POLYESTER NEVER TEAR

Price per piece	Up to 250	251-500	501-750	751-1000	1000+
Black & White, one-sided printing	\$2.50	\$2.24	\$2.15	\$2.11	quote
Black & White, two-sided printing	\$2.58	\$2.32	\$2.23	\$2.13	quote
Color, one-sided printing	\$2.63	\$2.37	\$2.28	\$2.17	quote
Color one side, black & white the other	\$2.71	\$2.45	\$2.36	\$2.25	quote
Color, two-sided printing	\$2.83	\$2.57	\$2.48	\$2.37	quote

8.5"x11" 10.7 MIL POLYESTER NEVER TEAR

Price per piece	Up to 250	251-500	501-750	751-1000	1000+
Black & White, one-sided printing	\$1.54	\$1.28	\$1.19	\$1.15	quote
Black & White, two-sided printing	\$1.58	\$1.32	\$1.23	\$1.19	quote
Color, one-sided printing	\$1.60	\$1.34	\$1.35	\$1.22	quote
Color one side, black & white the other	\$1.64	\$1.38	\$1.29	\$1.26	quote
Color, two-sided printing	\$1.71	\$1.45	\$1.36	\$1.32	quote

POSTCARDS/MAILERS

4.25"x5.5" POSTCARD/MAILER

A 4.25"x5.5" postcard is an economical size (a quarter sheet of 8 1/2" x 11" piece of paper) that meets USPS maximum postcard size of 4.25"x6", so it can be mailed out at postcard rate. Price is the same with or without bleed.

Per piece price	Up to 200	201-500	501-750	751-1500	1501+
B&W, 1 side	\$0.30	\$0.16	\$0.12	\$0.09	quote
B&W, 2 side	\$0.34	\$0.17	\$0.13	\$0.10	quote
Full color, 1 side	\$0.37	\$0.20	\$0.15	\$0.12	quote
Full color front, black print back	\$0.40	\$0.22	\$0.16	\$0.13	quote
Full color both sides	\$0.41	\$0.23	\$0.17	\$0.14	quote

5.5"x8.5" POSTCARD/MAILER

A 5.5"x8.5" mailer is a letter size card, mailed out at letter rate. Price is the same with or without bleed.

Per piece price	Up to 200	201-500	501-750	751-1500	1501+
B&W, 1 side	\$0.36	\$0.20	\$0.16	\$0.12	quote
B&W, 2 side	\$0.38	\$0.23	\$0.18	\$0.14	quote
Full color, 1 side	\$0.38	\$0.24	\$0.19	\$0.15	quote
Full color front, black print back	\$0.40	\$0.26	\$0.21	\$0.18	quote
Full color both sides	\$0.43	\$0.29	\$0.25	\$0.21	quote

6"x9" POSTCARD/MAILER

A 6"x9" mailer is a letter size card, mailed out at letter rate, which provides more room if needed, or a better presence in the mail, if desired.

Per piece price	Up to 200	201-500	501-750	751-1500	1501+
B&W, 1 side	\$0.37	\$0.21	\$0.17	\$0.13	quote
B&W, 2 side	\$0.39	\$0.24	\$0.19	\$0.15	quote
Full color, 1 side	\$0.403	\$0.25	\$0.20	\$0.16	quote
Full color front, black print back	\$0.424	\$0.27	\$0.22	\$0.20	quote
Full color both sides	\$0.45	\$0.30	\$0.26	\$0.22	quote

6.125"x11.5" POSTCARD/MAILER

A 6.125"x11.5" mailer is the USPS maximum letter size card, mailed out at letter rate. It provides a dominating presence in the mail box, allowing you to send the maximum amount of information, and still pay only 42c postage (or less if mailed at a presorted postage rate).

Per piece price	Up to 200	201-500	501-750	751-1500	1501+
B&W, 1 side	\$0.37	\$0.23	\$0.18	\$0.14	quote
B&W, 2 side	\$0.40	\$0.25	\$0.21	\$0.17	quote
Full color, 1 side	\$0.40	\$0.27	\$0.22	\$0.19	quote
Full color front, black print back	\$0.43	\$0.30	\$0.25	\$0.21	quote
Full color both sides	\$0.47	\$0.34	\$0.30	\$0.26	quote

Need to send a postcard? We can print your postcard on 100 lb. cover, both coated and non-coated material, or 12 pt. Productolith cover, which is coated on one side.

Herald Journal also provides fulfillment services, using either first class or standard postage. We'll take your mail list, prepared as either a comma delimited file, or Excel spreadsheet, and run it through our mail software to check for duplicates, assign ZIP+4, sort and apply directly to your postcard.

Ask a sales representative for details.

See page 24 for Mail Fulfillment.



TRI-FOLD BROCHURES

Your brochure is the front-line of your marketing efforts. Present your business, services, or products with the highest quality brochures that distinguish you beyond your competition.

Prices vary based upon design and quantity. See a sales representative for the service that best meets your needs.

8.5"x3.66" BROCHURE PRINTED ON 60 LB OFFSET

Price includes folding. Design is not included in these prices. Ask a Herald Journal Sales representative about our creative & design capabilities. Add tabbing to the per-piece price for 2c/piece to turn your brochure into a mailable piece.

Price per piece	Up to 500	501-750	751-1000	1001-1500	1501-2000	2001+
Black & White, two-sided printing	\$0.45	\$0.32	\$0.27	\$0.22	\$0.17	quote
Color, one-sided printing	\$0.47	\$0.35	\$0.31	\$0.23	\$0.19	quote
Color one side, black & white the other	\$0.51	\$0.38	\$0.32	\$0.28	\$0.22	quote
Color, two-sided printing	\$0.56	\$0.44	\$0.36	\$0.31	\$0.27	quote

8.5"x3.66" BROCHURE PRINTED ON WHITE 28 LB. BOND OR 80 LB. COATED TEXT

Upgrade your paper for a few pennies more. A heavier stock will keep text and artwork from bleeding through to the other side.

Price per piece	Up to 500	501-750	751-1000	1001-1500	1501-2000	2001+
Black & White, one-sided printing	\$0.44	\$0.32	\$0.28	\$0.22	\$0.17	quote
Black & White, two-sided printing	\$0.47	\$0.35	\$0.31	\$0.24	\$0.19	quote
Color, one-sided printing	\$0.49	\$0.37	\$0.33	\$0.25	\$0.21	quote
Color one side, black & white the other	\$0.53	\$0.41	\$0.37	\$0.30	\$0.24	quote
Color, two-sided printing	\$0.59	\$0.47	\$0.40	\$0.38	\$0.29	quote



TABLE TENTS

5.75"x5.75" 2-PANEL TABLE TENT

10-pt. cast-coated table tent. Design not included.

Price per tent	<50	50	75	100
Black & White	\$3.37	\$1.11	\$0.79	\$0.63
Full Color	\$3.43	\$1.17	\$0.85	\$0.69

12"x5.75" 2-PANEL TABLE TENT

10-pt. cast-coated table tent. Design not included.

Price per tent	<50	50	75	100
Black & White	\$2.78	\$1.03	\$0.78	\$0.67
Full Color	\$2.91	\$1.16	\$0.91	\$0.79

3.25"x8.5" 3-PANEL TABLE TENT

80# coated cover table tent. Design not included.

Price per tent	<50	50	75	100
Black & White	\$3.34	\$1.74	\$1.19	\$0.92
Full Color	\$3.40	\$1.80	\$1.25	\$0.98

Table tents can be used for a variety of promotions, from advertising special sales, upcoming events, & special occasions, to displaying a simple thank you. With custom table tents, you can convey your message in the most simple and attractive way.

Prices vary based upon design and quantity. See a sales representative for the style that best meets your needs.



RAFFLE TICKETS

Herald Journal Printing is your source for raffle tickets that comply with the Minnesota Gambling Control Board. Below is a chart.

Black ink, perforated, numbered, stapled in books of 5 or 10. Rubber banded in groups of 100 tickets. are available in blue, ivory, gold, yellow, and green; Blue, gray, pink, orchid, red, cream, green, tan, peach, orange, gold, ivory, yellow, and aqua.

Price per ticket	Up to 250	251-500	501-750	751-1000	1001-1500	1501-2000	2001-2500	2501+
2.5x6.5, 67 lb. vellum Bristol	\$0.46	\$0.25	\$0.18	\$0.16	\$0.15	\$0.13	\$0.10	quote
2.75x8.5, 67 lb. vellum Bristol	\$0.48	\$0.27	\$0.20	\$0.18	\$0.17	\$0.15	\$0.12	quote

Additional information can be found at Minnesota Gambling Control Board's web site: www.gcb.state.mn.us

Stub - Detachable stub with a space for the purchaser's full name, address, and phone number.

Organization name and, if prize total exceeds \$1,500, license/permit number.

Prizes - at a minimum the three most expensive prizes to be awarded must be listed. If additional prizes will be awarded that are not listed, the raffle ticket must state, "A complete list of additional prizes is available upon request."

Each ticket and detachable stub must have the same sequential number, beginning with number "1"

If applicable, a statement regarding the winner's responsibility for any fees and taxes.

HL Good Neighbor Days Raffle 2007

Name _____

Address _____

City _____

Phone _____

**2007 HOWARD LAKE
GOOD NEIGHBOR DAYS RAFFLE**

June 21-24 Permit # X33342-07-001

1st Prize - \$500

2nd Prize - \$200

3rd Prize - \$100

Drawing Sunday, June 24, 2007 at the Royalty Coronation

Donation \$1 each

Need Not Be Present to Win

Time, date, and location where winners will be selected

Price of raffle ticket

- All tickets must be sold for the exact price listed on the ticket.
- Separate sets of tickets with a different price may be sold. For example: One set is 6 for \$5 for the same raffle as the set of \$1 tickets. In each price set, all tickets must be the same size, shape, and thickness.
 - Each set must be sequentially numbered.
 - Each set must be clearly identifiable from other sets.
 - The invoice must list the quantity printed for each prize level.
 - A separate raffle log must be used for each set.
- The tickets may not contain the words "suggested donation" or any other implied request for money or contributions (other than the ticket price).
- Combining a raffle with the purchase of another item on the same ticket is not allowed. Exception: Button raffle and ice fishing contest.

EVENT TICKETS

2.5"x7" EVENT TICKETS

Printed on 12 pt. Productolith, C1S. Lighter weight paper available if desired. Ticket can be printed with either sequential numbering, or section, aisle, and seat numbers, (if provided)

Price per piece	<200	201-500	501-750	751-1,000	1,000+
Black & White, one-sided printing	\$0.67	\$0.28	\$0.20	\$0.16	quote
Black & White, two-sided printing	\$0.68	\$0.29	\$0.21	\$0.17	quote
Color, one-sided printing	\$0.68	\$0.29	\$0.21	\$0.17	quote
Color one side, black & white the other	\$0.69	\$0.30	\$0.22	\$0.18	quote
Color, two-sided printing	\$0.70	\$0.31	\$0.23	\$0.19	quote

RACK CARDS/ENVELOPE STUFFERS

8.5"x3.5" ENVELOPE STUFFER, 28 LB. BOND

Prices do not include a bleed. Please ask a sales associate for a quote.
Both black-and-white printing and single color printing are available.

Price per piece	Up to 250	251-500	501-750	751-1000	1001+
Full color, one-sided printing	\$0.30	\$0.18	\$0.14	\$0.12	quote
Full color, two-sided printing	\$0.33	\$0.21	\$0.17	\$0.15	quote

8.5"x3.5" ENVELOPE STUFFER, 65 LB. COVER

Prices do not include a bleed. Please ask a sales associate for a quote.
Both black-and-white printing and single color printing are available.

Price per piece	Up to 250	251-500	501-750	751-1000	1001+
Full color, one-sided printing	\$0.32	\$0.20	\$0.16	\$0.14	quote
Full color, two-sided printing	\$0.35	\$0.23	\$0.19	\$0.17	quote

If your business enjoys a lot of foot traffic, a rack card may be just the ticket to attract attention to special products and services.

Or, perhaps you'd like to provide special promotions specifically to your customers. Envelope stuffers are a high-impact, effective accompaniment to any existing mailings, such as statements and invoices.

Prices vary based upon design and quantity. See a sales representative for the style that best meets your needs.



TAGS

3.125"x6.25" MYLAR REINFORCED TAG

Printed on 65 lb cover stock. Ask for choice of color

Price per piece	100	250	500	1,000
Black & White, one-sided printing	\$0.49	\$0.28	\$0.19	\$0.15
Black & White, two-sided printing	\$0.51	\$0.29	\$0.21	\$0.17
Color, one-sided printing	\$0.52	\$0.30	\$0.22	\$0.18
Color one side, black & white the other	\$0.54	\$0.31	\$0.24	\$0.20
Color, two-sided printing	\$0.57	\$0.34	\$0.27	\$0.23

MAILING LABELS

Standard label stock, custom printed your text and/ or design.

Sold as 8.5"x11" sheet. \$15 minimum order.

		1-5 sheets	6-10 sheets	10-15 sheets	16+ sheets
1"x2.625" white labels (30 labels/sheet)	Black	\$2.16/sheet	\$1.36/sheet	\$1.06/sheet	quote
	Color	\$2.29/sheet	\$1.50/sheet	\$1.18/sheet	quote
4"x2" rectangular labels (10 labels/sheet)	Black	\$1.80/sheet	\$1.11/sheet	\$0.88/sheet	quote
	Color	\$1.93/sheet	\$1.24/sheet	\$1.00/sheet	quote
1.66" dia. circle labels (24 labels/sheet)	Black	\$2.14/sheet	\$1.28/sheet	\$1.05/sheet	quote
	Color	\$2.26/sheet	\$1.40/sheet	\$1.18/sheet	quote
2.5" dia. circle labels (12 labels/sheet)	Black	\$1.90/sheet	\$1.17/sheet	\$0.92/sheet	quote
	Color	\$2.06/sheet	\$1.30/sheet	\$1.05/sheet	quote



WEATHERPROOF DURABLE LABELS

1"x2.625" WEATHER PROOF DURABLE LABELS

Sold as 8.5"x11" sheet. \$15 minimum order. (30 labels per sheet)

1-24 sheets	24-49 sheets	50+ sheets
\$0.15/label (\$4.50/sheet)	\$0.14/label (\$3.78/sheet)	\$0.10/label (\$2.84/sheet)

1.33"x4" WEATHER PROOF DURABLE LABELS

Sold as 8.5"x11" sheet. \$15 minimum order. (14 labels per sheet)

1-24 sheets	24-49 sheets	50+ sheets
\$0.32/label (\$4.50/sheet)	\$0.27/label (\$3.78/sheet)	\$0.21/label (\$2.84/sheet)

2"x4" WEATHER PROOF DURABLE LABELS

Sold as 8.5"x11" sheet. \$15 minimum order. (10 labels per sheet)

1-24 sheets	24-49 sheets	50+ sheets
\$0.47/label (\$4.73/sheet)	\$0.38/label (\$3.78/sheet)	\$0.28/label (\$2.84/sheet)

3.33"x4" WEATHER PROOF DURABLE LABELS

Sold as 8.5"x11" sheet. \$15 minimum order. (10 labels per sheet)

1-24 sheets	24-49 sheets	50+ sheets
\$0.79/label (\$4.73/sheet)	\$0.60/label (\$3.78/sheet)	\$0.44/label (\$2.84/sheet)

Weather proof durable labels provide strong protection from harsh environments and weather conditions. Labels are made with a durable polyester, with strong adhesive, suitable for a variety of surfaces.

DOOR HANGERS

3.5"x8.5" DOOR HANGER

Design is not included in these prices. Bleed is not available.

Price per piece	100	250	500	1,000
Black & White, one-sided printing	\$0.46	\$0.23	\$0.16	\$0.12
Black & White, two-sided printing	\$0.48	\$0.25	\$0.18	\$0.14
Color, one-sided printing	\$0.49	\$0.26	\$0.19	\$0.15
Color one side, black & white the other	\$0.51	\$0.28	\$0.21	\$0.17
Color, two-sided printing	\$0.54	\$0.31	\$0.24	\$0.20

3.5"x8.5" BUSINESS CARD DOOR HANGER

Door hanger with perforation for a 3.5"x2" tear off business card. Design is not included in these prices. Bleed is not available.

Price per piece	100	250	500	1,000
Black & White, one-sided printing	\$0.49	\$0.26	\$0.19	\$0.15
Black & White, two-sided printing	\$0.51	\$0.28	\$0.21	\$0.17
Color, one-sided printing	\$0.52	\$0.29	\$0.22	\$0.18
Color one side, black & white the other	\$0.54	\$0.31	\$0.24	\$0.20
Color, two-sided printing	\$0.57	\$0.34	\$0.27	\$0.23

3.5"x11" DOOR HANGER

Design is not included in these prices. Bleed is not available.

Price per piece	100	250	500	1,000
Black & White, one-sided printing	\$0.46	\$0.28	\$0.23	\$0.20
Black & White, two-sided printing	\$0.47	\$0.30	\$0.25	\$0.22
Color, one-sided printing	\$0.49	\$0.31	\$0.27	\$0.24
Color one side, black & white the other	\$0.51	\$0.33	\$0.29	\$0.26
Color, two-sided printing	\$0.55	\$0.40	\$0.33	\$0.28

5.5"x8.5" DOOR HANGER

Design is not included in these prices. Bleed is not available.

Price per piece	100	250	500	1,000
Black & White, one-sided printing	\$0.52	\$0.29	\$0.22	\$0.19
Black & White, two-sided printing	\$0.56	\$0.33	\$0.26	\$0.23
Color, one-sided printing	\$0.58	\$0.35	\$0.28	\$0.25
Color one side, black & white the other	\$0.62	\$0.39	\$0.32	\$0.29
Color, two-sided printing	\$0.68	\$0.46	\$0.38	\$0.34

Do you need to introduce yourself to prospective customers? Or perhaps you want to let your current customers know you have a special deal, or stopped by to say hi.

Whether you're saying "hello," or "sorry we missed you," a door hanger will be the first thing they see when they get home.

All door hangers come with hole punched out.



PERSONALIZED CALENDARS

Create a personalized, full-color 12-month calendar to share with family and friends. For our 12-month 11"x17" to 13"x19" laminated poster calendar, choose one of our standard layouts and bring in your favorite picture to place on the calendar.

For our 28-page 8.5"x11" calendar, choose 13 photos from your collection, one for the cover, and one for each month of the year.

Pictures can either be digital (jpegs or tiffs) or developed photos. You can submit a photo printed on your printer at home, but quality will suffer.

13"x19" CALENDAR POSTER

80 lb. glossy cover, 3 mil. lamination, with a hole in the top-center to hang on a wall. Price includes scanning (or downloading) and placing one picture, some minor color correction, printing, and laminating

Per piece price \$7.00

Make it dry-erase add \$8.00



8.5"x11" PERSONALIZED CALENDAR

8.5"x11" calendars are 28 pages, comb bound in the middle for easy paging, 80 lb. glossy cover, 80 lb. glossy text pages, with a hole in the top-center to hang on a wall. Price includes scanning (or downloading) and placing 13 pictures, some minor color correction, the placement of meaningful days (birthdays, anniversaries, etc.), and printing.

Per piece price \$21.00

CALENDARS

Create a full-color, 12-month calendar with your personal touch. There is space for 13 photos from your collection – one for the cover, and one for each month of the year. Or, if you'd like, that informational space can be filled with other text or graphics. These calendars will come folded in the middle, stitched, and a hole in the top-center to hang on a wall.

UNCOATED CALENDAR

65-lb. uncoated cover, 60 lb. offset pages. Calendars are 11"x17", folded in half, stapled in the middle, with a hole in the top-center to hang on a wall. There is a minimum order of 100 for this pricing. Price is printing only. Design is extra, based on content.

Per piece price	100 - 200	201-500	501-750	751-1000	1000+
B&W throughout	\$1.99	\$1.75	\$1.66	\$1.63	\$1.58
Color cover, B&W inside	\$2.34	\$2.00	\$1.91	\$1.87	\$1.83
Full color throughout	\$3.85	\$3.51	\$3.31	\$3.18	\$3.06



GLOSSY CALENDAR

80 lb. glossy cover, 80 lb. glossy text pages. Calendars are 11"x17", folded in half, stapled in the middle, with a hole in the top-center to hang on a wall. There is a minimum order of 100 for this pricing. Price is printing only. Design is extra, based on content.

Per piece price	100 - 200	201-500	501-750	751-1000	1000+
B&W throughout	\$2.57	\$2.04	\$1.94	\$1.85	\$1.79
Color cover, B&W inside	\$2.69	\$2.30	\$2.19	\$1.97	\$1.91
Full color throughout	\$4.21	\$3.88	\$3.71	\$3.43	\$3.31



TEAR-OFF CALENDAR

13"x19" 10 pt. Bindakote full-color poster, with 10.5"x5.5" 60 lb. offset calendar tear-off pages printed in black and white. Great for promotional or fund-raising use. There is a minimum order of 100 for this pricing. Price is printing only. Design is extra, based on content.

Per piece price	100 - 200	201-500
13"x19" calendar	\$2.63	\$1.84



5.5"x8.5" NEWSLETTERS/CATALOGS/BOOKLETS

8.5x5.5 FULL-COLOR BOOKLET

Full-color booklet printed on 8.5"x11", folded to 8.5"x5.5" pages on 28 lb. Hammermill paper or 80-lb. gloss text. Stapling is available on 8-page booklets for an additional \$0.015/book; 12-page and higher booklets come stapled. Add \$69/page for design work.

Per piece price	Up to 250	251-500	501-750	751-1000	1001-1500
4 page	\$0.58	\$0.42	\$0.36	\$0.35	quote
8 page	\$0.84	\$0.72	\$0.68	\$0.66	quote
12 page	\$1.09	\$0.97	\$0.93	\$0.91	quote
16 page	quote				

8.5x5.5 FULL-COLOR COVER, BLACK/WHITE INSIDE

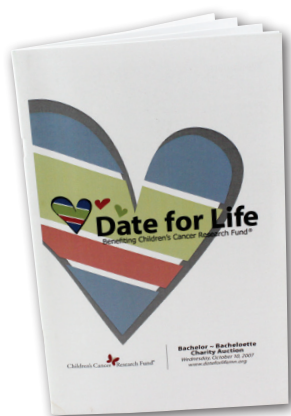
Full-color cover booklet, with black and white print inside, printed on 8.5"x11" inch paper, folded to 8.5"x5.5" inch pages on 28 lb. Hammermill paper or 80-lb. gloss text. Same as the full-color booklet above, the 12-page and higher booklets come stapled. Stapling is available on 8-page newsletters for an additional \$0.015/book. Add \$69/page for design work.

Per piece price	Up to 250	251-500	501-750	751-1000	1001-1500
4 page	\$0.49	\$0.36	\$0.31	\$0.30	quote
8 page	\$0.71	\$0.59	\$0.54	\$0.53	quote
12 page	\$0.90	\$0.78	\$0.74	\$0.72	quote
16 page	quote				

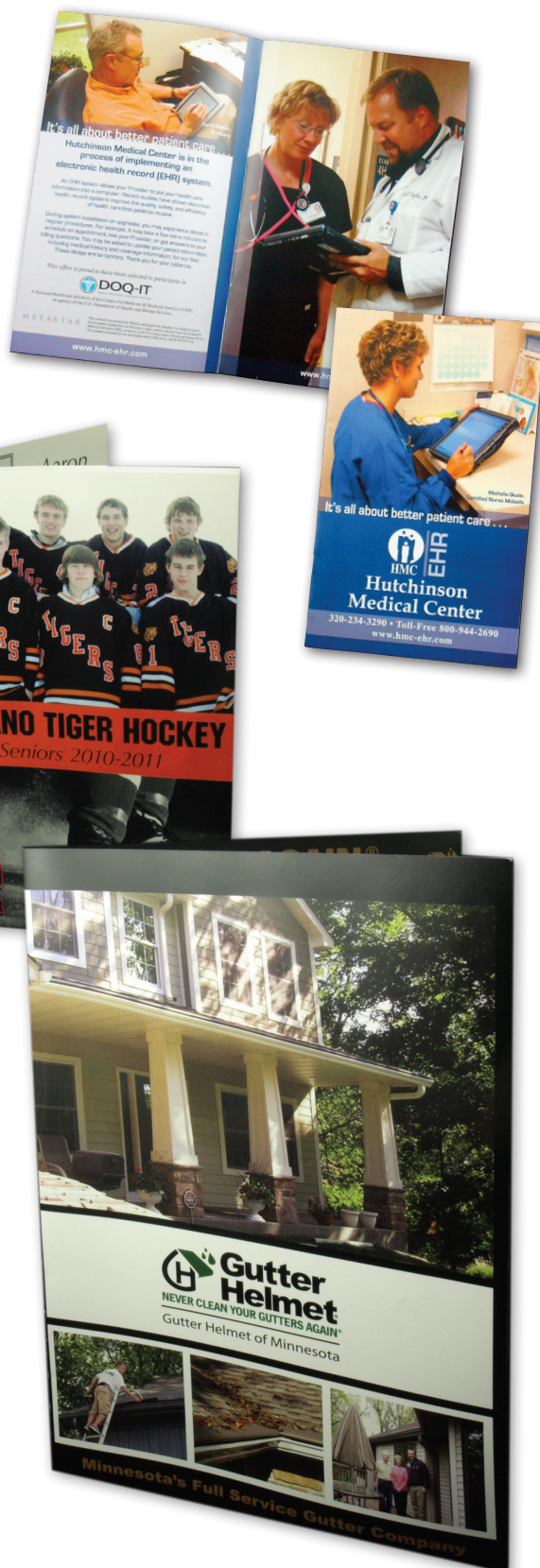
8.5x5.5 BLACK/WHITE BOOKLET

An economical booklet, printed in black and white on 8.5"x11" inch 28 lb. Hammermill paper or 80-lb. gloss text, folded to 8.5"x5.5" pages. Same as the previous newsletters above, the 12-page and higher booklets come stapled. Stapling is available on 8-page booklets for an additional \$0.015/book. Add \$69/page for design work.

Per piece price	Up to 250	251-500	501-750	751-1000	1001-1500
4 page	\$0.46	\$0.30	\$0.26	\$0.25	quote
8 page	\$0.58	\$0.46	\$0.42	\$0.40	quote
12 page	\$0.71	\$0.59	\$0.55	\$0.53	quote
16 page	quote				



When designing camera-ready projects for booklets, certain layout requirements must be met. Please contact your Herald Journal sales rep. to find out everything you need to know before you start designing your project.



8.5"x11" NEWSLETTERS/CATALOGS/BOOKLETS

8.5x11 FULL-COLOR BOOKLET

Full-color booklet printed on 11"x17", folded to 8.5"x11" pages on 28 lb. Hammermill paper or 80-lb. gloss text. 12-page and higher booklets come stapled. Stapling is available on 8-page booklets for an additional \$0.015/book. Add \$69/page for Design work.

Per piece price	Up to 250	251-500	501-750	751-1000	1001-1500
4 page	\$0.95	\$0.78	\$0.77	\$0.64	quote
8 page	\$1.54	\$1.18	\$1.06	\$1.04	quote
12 page	\$2.20	\$1.75	\$1.71	\$1.69	quote
16 page	\$2.65	\$2.20	\$2.16	\$2.08	quote
20 page	\$3.09	\$2.51	\$2.38	\$2.18	quote
24 page	quote				

8.5x11 FULL-COLOR COVER, BLACK/WHITE INSIDE

Full-color cover booklet, with black and white print inside, printed on 11"x17", folded to 8.5"x11" pages on 28 lb. Hammermill paper or 80-lb. gloss text. Same as the full-color booklet above, the 12-page and higher booklets come stapled. Stapling is available on 8-page newsletters for an additional \$0.015/book. Add \$69/page for Design work.

Per piece price	Up to 250	251-500	501-750	751-1000	1001-1500
4 page	\$0.40	\$0.33	\$0.31	\$0.30	quote
8 page	\$1.22	\$0.86	\$0.74	\$0.71	quote
12 page	\$1.61	\$1.16	\$1.11	\$1.09	quote
16 page	\$1.85	\$1.40	\$1.36	\$1.32	quote
20 page	quote				

When designing camera-ready projects for booklets, certain layout requirements must be met. Please contact your Herald Journal sales rep. to find out everything you need to know before you start designing your project.

8.5x11 BLACK/WHITE BOOKLET

An economical booklet, printed in black and white on 11"x17" 28 lb. Hammermill paper or 80-lb. gloss text, folded to 8.5"x11" pages. Same as the previous newsletters above, the 12-page and higher booklets come stapled. Stapling is available on 8-page booklets for an additional \$0.015/book. Add \$69/page for Design work.

Per piece price	Up to 250	251-500	501-750	751-1000	1001-1500
4 page	\$0.35	\$0.27	\$0.26	\$0.25	quote
8 page	\$1.10	\$0.74	\$0.61	\$0.59	quote
12 page	\$1.50	\$1.05	\$0.98	\$0.96	quote
16 page	\$1.73	\$1.26	\$1.22	\$1.20	quote
20 page	quote				



MAIL FULFILLMENT

POSTCARD ADDRESSING.

File preparation	\$65
Address sort and printing	\$0.02/address
Postage	Figured during file preparation

ENVELOPE STUFFING.

File preparation	\$65
Address sort, print address, fold, & stuff	\$0.05/address
Postage	Figured during file preparation

FLIER ADDRESSING.

File preparation	\$65
Address sort, print address, fold, & tab	\$0.05/address
Postage	Figured during file preparation

EDDM MAIL PREPARATION.

Mail preparation (bundling)	\$0.01/piece
Postage	\$0.145/piece
Post Office Delivery Fee	\$25 to the 1st post office, \$10 to each additional post office during same delivery trip.



Do you plan to mail your newsletter or postcard? Did you have a letter you wanted to send to your clients? We'd be happy to help you by digital addressing your next bulk mail piece when we print it, eliminating the time it takes to apply address labels.

We can also mail your piece, usually at a savings, when mailing more than 200 pieces (500 pieces when mailing first class).

We can accept any mail list in comma delimited, or tab delimited format, or as an Excel spreadsheet. Names, addresses, and city, state, and ZIP codes must be in separate columns.

Postage is a United States Postal Service charge, and must be paid in advance of mailing.



UPS SERVICES

UPS SHIPPING

Label and ship your box	\$3.00 + UPS shipping charge
Shipping a box you've already labeled	no charge
Box your shipment	\$5.00

Herald Journal sends and receives shipments via United Parcel Service (UPS), and has the ability to ship your package.

Because Herald Journal is not a UPS store, the UPS shipping charge is figured, then a small convenience charge is added to the bill to cover any expenses Herald Journal incurred in assisting with the process.

VARIABLE DATA PRINTING

What if you could send a personalized message to each of your customers, all in one mailing? Herald Journal's variable-data printing software makes it happen. With variable-data printing, the message is all similar, but not identical. You get to choose the changes. For example, you may decide to include each customer's name, along with products or services you know would be of special interest. Change images to appeal to a certain demographic. You can also change coupons or sales to match a geographic area. Save money on postage while greatly improving your response rate. It's a simple, efficient way to get the most out of your ads.

Change is good

At Herald Journal, we use advanced printing software to vary the data on your direct mail piece. As long as the pieces are all the same size, we can change as much of the information and graphics as you'd like.

Savvy Savings

Because we can do your job in a single mailing, you'll save on postage for standard mail orders of 200 or more. First-class mail gets a discount on orders of more than 500. With our variable-data software, you'll also save money on design costs, because there is no need for separate orders.

Any Arrangement

Whether it's a newsletter, postcard, brochure, greeting card or letter, we can give your message that personal touch. All printing is done at the same time utilizing our digital printing equipment to ensure that your piece looks professional. The personalized portion will not be ink-jetted on later.

One-to-One

Every customer has different needs and interests. Your advertising should reflect that. By including the person's name, coupons or graphics that speak directly to them, you'll get a much higher response rate. The more personal the message, the more likely your potential customer will be to act.

Custom Creations

The sky's the limit here. If you have customers' past purchases on file, you can tailor your message to fit those interests. For example, for someone who purchased a motorcycle from your business, the printed piece they receive could include sales on helmets, jackets and replacement parts. Every postcard or letter you mail out could have a targeted photo and text.

Site Seeing

The purchasing needs of your consumers might change depending on geographic location. Vary the focus of your ad to match. You might market school supplies in a neighborhood with many young families, for example. Or, you could sell farming equipment to an agricultural area.

Spice it up

Variety is truly the spice of life – Especially when it comes to print mail for your customers. With Herald Journal, all the documents in a print run can be modified for each person you are trying to reach. Data-variable printing from Herald Journal: It's a must have for any business hoping to make an impression. Contact a Herald Journal sales rep today to learn more!

STATEMENTS & BILLS

At Herald Journal Publishing we use a process called Variable Data Processing (VDP) where we take your fixed length, tab or comma separated value, or Excel document, and process the unique information for each customer.

And, since we are a custom print shop, any type of document can be produced, from a simple postcard with tear-off-stub, to a full 8.5"x11" bill printed front & back, stuffed into a #10 windowed envelope, along with any inserts you wish to accompany the bill.

And, we're not just a print shop, we are also a mail-fulfillment shop, using software that sorts mail pieces for the lowest postage possible. In the end, you've saved man-hours and the cost of printing and materials by not printing in-house; you've freed up your own equipment to print other documents; and have seen a reduction in postage; all helping you stay within budget.

Account: 000123456789
After 12/31/13 Pay \$55.00
Balance Due By 12/31/13
Balance \$50.00
Amount Enclosed \$
Do not pay - Auto withdrawal

PO Box 123
Your City, My \$4321

Endorsement Line
John Smith
123 4th St.
Your City, My \$4321

Other Billing
Specify Other Billing

For Service at: For Service at 123 4th St. Return this portion with your payment.

Date	Charge	Previous Read	Current Read	Usage	Amount
11/30/13	Prev Bal				\$32.00
11/30/13	Carriage				\$6.00
11/30/13	Water				\$12.00
	Total Due	000100	000001	000001	\$50.00

For Service at: For Service at 123 4th St.
Account: 000123456789
For Service from 11/1/13 to 11/30/13

John Smith
After 12/31/13 Pay \$55.00

*Note that this is not a city fee.

Your City
PO Box 123
Your City, My \$4321

Your City
Mosquito Control Update
The City will be spraying for mosquito control
on the dates listed below
August 5th, 12th, & 26th
No September treatments
Please call the Public Works Dept
if you have any questions
Thank You

BINDERY CHARGES

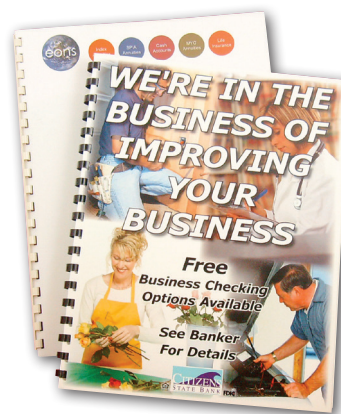
If you have a lot to show and tell, bound presentations and materials will always add just the right touch to demonstrate your eye for detail.

Deliver your information impeccably packaged by choosing the binding that matches your unique needs and style.

COMB BINDING

Comb binding up to 11" long (we can comb bind 11"x17" on the 11" side).

Comb bind only (no cover added)	\$3.42
Comb binding with card stock cover	\$3.68
Comb binding with transparency cover	\$4.67
Comb binding over 1" thick	add \$1/inch



SPIRAL BINDING

Spiral binding up to 12" long (we can spiral bind 12"x18" on the 12" side).

Spiral bind only (no cover added)	\$3.00
Spiral binding with card stock cover	\$3.26
Spiral binding with transparency cover	\$4.26
Spiral binding over 1" thick	add \$1/inch



UNIBIND

Unibind is a whole-new way of binding your booklet. When completed, your paper will be bonded to the steel spine - a professional look, adding a finishing touch to that proposal. Available in many different sizes - ask a Herald Journal sales representative for more information.

Unibind with transparent cover sheets	\$3.42
Unibind with matte translucent cover sheets	\$3.42
Unibind hard-cover binding	\$15.75
Unibind over 1" thick	add \$1/inch



ADDITIONAL BINDERY CHARGES

Additional charges may be applied for any of the following; a \$15 minimum may be charged if any one of these are a stand-alone job.

Folding	\$0.03/piece
Tabbing	\$0.03/piece
Stapling	\$0.02/piece
Collate & stitch	\$0.03/piece
Crash numbering	\$0.03/number
Digital numbering	\$10.50/job
Envelope stuffing	\$0.05/piece



COPIES

Herald Journal Printing has two of the best high-speed, full-color, digital printers in the surrounding area. And they're fast (up to 80 pg/min. for single-sided 8.5x11 sheet of paper). Just stop in and one of our customer service reps will scan in your document. Or, if you have an electronic file of your printed piece, bring it in on a jump drive or CD, or e-mail it, and we'll print from your electronic file. As always, we provide the highest quality and a print that will please you. Call ahead, and it's possible we'll have it finished for you the same day, depending on quantity and your choice of paper stock and finishing options.

BLACK & WHITE COPIES

Per piece price	20lb. white bond	28lb. white bond	white cover stock
B&W 8.5x11	\$0.27	\$0.52	\$0.78
B&W 8.5x14	\$0.27	\$0.32	\$0.78
B&W 11x17	\$0.42	\$0.67	\$1.05
Add B&W 2nd side	\$0.08/8.5"x11"		\$0.16/11"x17"

COLOR COPIES

Per piece price	20lb. white bond	28lb. white bond	white cover stock
Color 8.5x11	\$0.40	\$0.78	\$1.05
Color 8.5x14	\$0.48	\$1.05	\$1.55
Color 11x17	\$0.65	\$1.05	\$1.55
Add B&W 2nd side	\$0.09/8.5"x11"		\$0.17/11"x17"
Add Color 2nd side	\$0.14/8.5"x11"		\$0.27/11"x17"
Digital Alterations (enlarge, reduce, color correct)	each - \$0.55		
Print from file	A \$15 set-up fee may apply.		

It is illegal to copy copyrighted material. Therefore, if an item that you wish to copy is copyrighted, or appears to be copyrighted, we must refuse to copy it unless you have a signed release form stating you have received permission to copy said material. For quantities of 250 or more, ask a sales representative for a quote. It's possible your copy job can be turned into a print job, with a savings to you.

LAMINATION

3 MIL 2-SIDED LAMINATION \$0.015/SQ. IN.

Lamination both sides
- trimmed to 1/4" overlap

8.5"x11" sheet	\$1.47
11"x17" sheet	\$2.95
23"x35" sheet	\$12.68

3.5 MIL 1-SIDED LAMINATION - \$0.07/SQ. IN.

Lamination both sides
- trimmed to 1/4" overlap

8.5"x11" sheet	\$6.55
11"x17" sheet	\$13.09
23"x35" sheet	\$56.35

Herald Journal Printing has added larger format lamination to its product line. Whether it's a piece of your child's artwork you'd like preserved, a poster or counter-top display, or business cards that need to hold up in the toughest of conditions, Herald Journal Printing can provide a solution for you.

Prices listed are for individual sheets. Multiple-piece price may vary. See a Herald Journal sales representative to find the service and price that best fits your needs.

10 MIL 2-SIDED LAMINATION \$0.10/SQ. IN.

Lamination both sides
- trimmed to 1/4" overlap

8.5"x11" sheet	\$9.82
11"x17" sheet	\$19.65
23"x35" sheet	\$84.53

1 MIL 1-SIDED DRY ERASE LAMINATION - \$0.07/SQ. IN.

Lamination one side
- trimmed to edge - no overlap

8.5"x11" sheet	\$6.88
11"x17" sheet	\$13.75
23"x35" sheet	\$59.17

CREATIVE & DESIGN

BASIC DESIGN FEES

1) Full-color business card	1-sided	\$35
	2-sided	\$60
2) Full-color postcard (all sizes)	1-sided	\$54
	2-sided	\$95
3) Full-color 8.5"x11" brochure	Per face	\$79
4) Full-color newsletter (4-pg min.)	Per face	\$69
5) Full-color showcard	28"x44"	\$54
6) Yard sign	28"x20"	\$39
7) Novelty Item (HJ products only)		\$15
8) Logo Development	B&W (opt. A)	\$45
(includes	B&W (opt. B)	\$79
	Full color (opt. A)	\$229
	Full color (opt. B)	\$369

- B&W layout reduce by \$10
- Two proofs only - after second proof, original charge is added, and two more proofs are allowed.
Example - Business cards - \$35 charge includes two proofs. If still not satisfied after two proofs, another \$35 will be charged, and the customer will receive two more proofs.
- If copy is completed for one item, all other items will be charged \$15
Example - You need a full-color business card and a two-sided postcard designed. Your charge would be \$110 for design work (\$95 for the postcard, \$15 for the one-sided business card).

You may have your own graphics and logo for us to use, or you may want us to design your images. Either way, we deliver design solutions that complement your marketing strategies.

We partner with you, using your input and feedback, to help you achieve powerful results from your marketing efforts.

Prices vary based on service. See a sales representative for pricing on the service that best meets your needs.

NOTICE

All photos presented to Herald Journal for commercial reproduction must be accompanied by a photo release form.



MARGINS AND BLEEDS EXPLAINED

A design destined for print requires setting up to certain specifications to ensure that the work is printed correctly by industrial lithographic or digital print firms. This often starts with the initial document upon which the design is to be created by adding the correct bleed area and crop marks. Let's take a look at what crops and bleed actually are, why they are required, and how to set them up in your favorite Adobe program.

Baffling Bleed

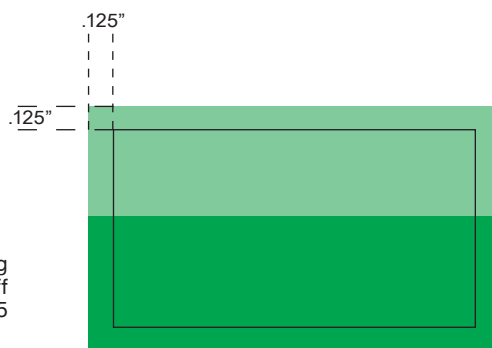
Let's start with the term bleed. This is the area of artwork that is extended beyond the actual dimensions of the document. It is used to avoid strips of white paper showing on the edges of your print should the batch be misaligned when cut to size.

Any objects in your artwork that touch the edges of the document require bleed; for instance a background color or image should spread to cover the entire bleed area, as should any objects that creep in from the side of the page.

In the United States, bleed of .125 inch is commonly required. This .125 inch accounts for each of the four sides of the page, therefore you should add .25 inch to the width and height of the document, for example:

Letter size = 8.5 x 11 inches
8.5 inches + .25 inches = 8.75 inches
11 inches + .25 inches = 11.25 inches
Design size = 8.75 x 11.25 inches

In addition to bleed, you should also add a margin to the edges of the document to avoid having your objects look as if they are about to fall off the page, or even worse, actually get cropped off when the document is trimmed! The amount of margin is personal preference, but .125 inch, .25 inch, or .5 inch is usually used depending on the size of the overall design.

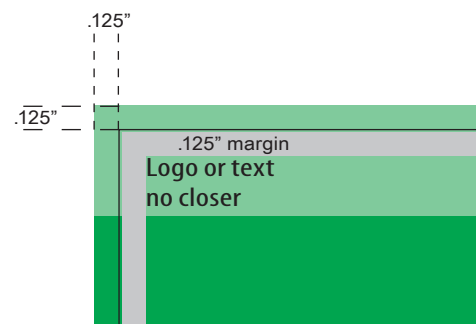


Black border represents finished page edge

Setting Bleed in Photoshop

When creating your document, simply make the calculations to the artwork size as above and enter them into the "Width" and "Height" boxes.

It is always useful to place in some guides to remind you where the trimmed document size lies. You can do this by going to Select > All, then Select > Transform Selection. Right click on the W and H options and change the measurements to inches, then enter the normal document size.



Drag guides to the borders of the new selection

Let's not forget to add our margin, in this case we'll say .125 in. per side. Use the same technique to create guides another .25 in. smaller (.125 in. x 2).

Setting Bleed in Illustrator

In Photoshop we altered the overall size of the document to accommodate bleed; however, in Illustrator try and keep the document correct to the desired finish size.

Remember, any objects spanning to the edge of the artboard will require bleed - run these out an extra .125 in. per side. Using a temporary rectangle or margins at the overall bleed size can help align the objects.

Drag margins to the artboard. Right click on the artboard and unlock the guides, select each guide in turn and press the "Enter" key to move it. Enter your desired margin figures into the X and Y boxes to move the guides into position.

Setting Bleed in InDesign

With InDesign being primarily a desktop publishing application, it has the most options for setting up a document for print. Under the "New Document" menu you will notice individual options for Page Size, Margin, and Bleed. Simply enter in your figures and let InDesign setup the document for you. (Be sure when packaging or exporting document to check the box to include bleed settings.)

Confusing Crops

Crop marks are the little lines that sit around the edge of the document showing where the area of bleed ends and the proper document area begins, they work alongside bleed to tell the print worker where the paper needs trimming. Crop marks are usually hairline or 0.25pt in thickness and are set in Registration Black.

Setting Crops in Illustrator

There are a couple of ways to set crop marks in Illustrator. The first is to go to "Object > Crop Area > Make". This will create a set of uneditable crop marks directly around the document edges.

A second method is to create a rectangle the size of the document, then go to Filter > Create > Crop Marks. This will create a set of editable crop marks according to the area specified. A benefit of this method is that the crops can then be shortened if needed. Illustrator tends to produce huge crop marks that can sometimes be a little overkill for designs such as small business cards. Editing the size to shorten the crops down to say .125 inch is sometimes a little more efficient. Another advantage of this type of crop is that multiple areas can be created, particularly useful if you are laying out a sheet of multiple designs.

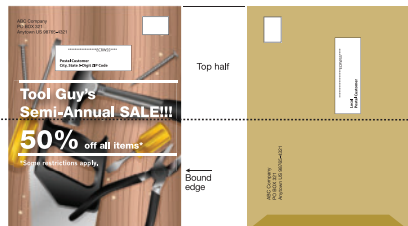
Setting Crops in InDesign

InDesign automatically adds crops when exporting the document to PDF - under the "Marks and Bleed" settings simply check "printers marks required" in the dialog box.

EVERY DOOR DIRECT MAIL®

Quick Reference

Enclosed are examples of Standard Mail® flats that can be used with Every Door Direct Mail® service. These show some of the ways you can reach every home, every address, every time. Below, you'll find guidelines on all qualifying dimensions and other requirements.



Mailing requirements.

All Every Door Direct Mail mailpieces must have the entire mailing label on the "top half" of the mailpiece. The orientation of the label, whether it's applied on the long or short side, does not matter (except that labels placed parallel to the shortest end must not be upside down). The shortest end will always be the top half of the piece. Length is always the longest side. See examples at left for accurate placement.

Acceptable Every Door Direct Mail label options for entry at Business Mail Entry Units (BMEU):

- "Postal Customer" for all active deliveries (business and residential).
- "Residential Customer" for residential deliveries.
- "PO Box Customer" for PO Box™ deliveries.
- City, State, and 5-Digit ZIP Code™ are recommended but not required.
- "EDDM" must be included after "ECRWSS" on the label of pieces greater than 10.5" and up to and including 11.5" in length submitted at a BMEU.

PRSRT STD
U.S. POSTAGE
PAID
CITY, STATE
PERMIT NO. XXX

ECRWSS

Every Door Direct Mail Indicia Example:

All mailpieces must contain "ECRWSS" in the address area **or** within **or** below the permit indicia.

Acceptable Every Door Direct Mail – Retail™ label options for entry at Post Office™ locations:

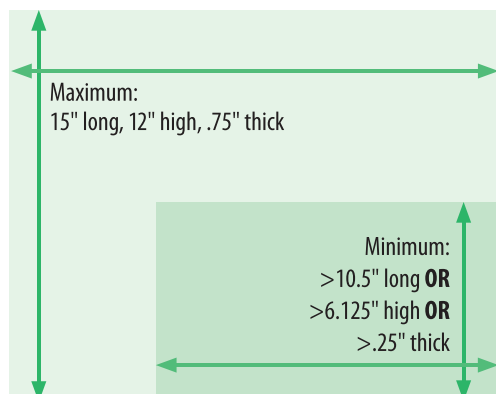
"Local Postal Customer" for active deliveries (residential and business).

PRSRT STD
ECRWSS
U.S. POSTAGE
PAID
EDDM RETAIL

Retail Indicia Example

Bundling at Retail:

When you submit Every Door Direct Mail, your pieces must be bundled with a facing slip. Recommended bundle size is 50 to 100 pieces. You must include the piece-count per bundle. Example: A 426-piece mailing could have eight bundles of 50 and one of 26.



Acceptable dimensions of a flat.

Rectangular with four square corners or finished corners that do not exceed a radius of .125". (A square is considered a rectangle.) Must be one of the following: More than 10.5" in length **OR** 6.125" in height **OR** .25" thick.

Cannot be more than 15" long, 12" high, and .75" thick.

Note: To be considered a flat, a mailpiece must exceed only one of the dimension minimums but be within all flat maximums; otherwise, it is a parcel. Minimum thickness is .007" (about three sheets of paper) and minimum height is 3.5".

Maximum weight of a flat at Retail.

3.3 oz. maximum weight when submitted at a local Post Office.

For more information, go to usps.com/everydoordirectmail



Herald Journal Printing

**Herald
Journal**
(320) 485-2535

Dassel • Cokato
Enterprise Dispatch
(320) 286-2118

**Delano
Herald Journal**
(763) 972-1028

✓ **Herald Journal** ✓ **Dassel-Cokato Enterprise Dispatch**
✓ **Delano Herald Journal** ✓ **Herald Journal Shopper**
✓ **herald-journal.com** ✓ **DasselCokato.com** ✓ **DelanoHeraldJournal.com**

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