

Experience. Progression. Passion.

At Precision Litho, we strive to exceed our clients' expectations by blending our years of experience with the most advanced technology to create cost-effective solutions that will enhance their success.



**PRECISIONLITHO**

A CONSOLIDATED GRAPHICS COMPANY

# BROCHURE PRINTING

Preferred **PRINT PRICING**  
for the Tourism Industry



**PRECISIONLITHO**

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More than a printer...a partner

800.755.4846

www.plitho.com

## Rack Cards

4" x 9" / double sided / full color  
10 pt. cover stock

Units	Cost	Cost / Unit
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¢



Standard Rack Cards

## Folded Brochures

**4 Panel Brochure:** 8" x 9" folds to 4" x 9" / double sided / full color  
100 lb. gloss book stock

Units	Cost	Cost / Unit
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:** 12" x 9" folds to 4" x 9" / double sided / full color  
100 lb. gloss book stock

Units	Cost	Cost / Unit
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¢



"Z" Fold

Roll Fold

**8 Panel Brochure:** 16" x 9" folds to 4" x 9" / double sided / full color  
100 lb. gloss book stock

Units	Cost	Cost / Unit
12,500	\$1,650	13.2¢
25,000	\$2,415	9.7¢
50,000	\$3,685	7.4¢
75,000	\$4,365	5.8¢
100,000	\$6,235	6.2¢



Accordion Fold



Gate Fold

Parallel Fold

## Ordering your Rack Cards and Brochures is Easy

Your digital files can be uploaded via our FTP site:

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

After uploading, please email us at [rackprogram@plitho.com](mailto: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" x 9" unless other sizes are specifically required.

## Terminology

**4-Color Process:** Most 4-color printing is done with 4 inks: Cyan, Magenta, Yellow & Black. The various dot combination and screens of these inks produce the full spectrum of color.

## Coatings

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

## 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 or Word. Please inquire to supplying files. Customer requested alterations are additional.

*Allow approximately 7-14 working days from approval. 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 Visa, Mastercard, Discover and American Express.

## Placing your order

To place your order call us at: **800.755.4846** or email us with your quantity, order details and contact information at: [rackprogram@plitho.com](mailto:rackprogram@plitho.com).

Please inquire about shipping services and costs.  
Prices are subject to change without notice.