

# 2009

**TheBAG**  
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TheBAG.com

## ADVERTISING RATES FOR P&D PACKAGES

### Standard Flier

8 1/2"



11"

### Paper: 50# White Offset

QUANTITY	Full Color
5,000	\$95.53/m
10,000	\$69.13/m
15,000	\$66.83/m
20,000	\$60.80/m
25,000	\$59.76/m
30,000	\$58.78/m
40,000	\$56.20/m
50,000	\$52.32/m
75,000	\$52.03/m
100,000	\$50.92/m
100,000+	\$50.69/m

Image size: 7 3/4" x 10 1/4"

### Paper: 70# Gloss Text

QUANTITY	Full Color
15,000	\$65.91/m
25,000	\$58.94/m
50,000	\$44.00/m*
75,000	\$44.00/m*
100,000	\$44.00/m*
150,000	\$44.00/m*
200,000	\$44.00/m*
250,000+	\$44.00/m*

\*Frequency Discount Available

### Paper: 75# Return Card

QUANTITY	Full Color
5,000	\$96.62/m
10,000	\$71.32/m
15,000	\$68.44/m
20,000	\$62.12/m
25,000	\$61.20/m
30,000	\$60.16/m
40,000	\$57.75/m
50,000	\$54.22/m
75,000	\$53.93/m
100,000	\$52.64/m
100,000+	\$52.41/m

### Stretch Flier

#### EPP: 75# Return Card

QUANTITY	Full Color
10,000	\$64.59/m
25,000	\$54.87/m
50,000	\$50.37/m
75,000	\$49.33/m
100,000+	\$47.18/m

#### EPP: 80# Gloss Cover

QUANTITY	Full Color
20,000	\$82.01/m
30,000	\$77.18/m
40,000	\$72.81/m
50,000	\$68.08/m
60,000	\$67.79/m
70,000	\$66.06/m
80,000	\$65.49/m
100,000+	\$63.91/m

Finished Size 3 5/8" x 17" Image Size 3" x 16 1/4"

### Folded Stretch Flier (6 Panels)

#### Folded EPP: 50# Offset or Glossy

QUANTITY	Full Color
10,000	\$93.05/m
25,000	\$78.62/m
50,000	\$77.16/m
75,000	\$76.82/m
100,000+	\$75.70/m

#### Folded EPP: 75# Hibulk

QUANTITY	Full Color
10,000	\$99.32/m
25,000	\$82.82/m
50,000	\$77.97/m
75,000	\$77.74/m
100,000+	\$77.66/m

Finished Size 11"x17" Tri fold  
Image Size 3" x 16 1/4" Per Panel  
11"x17" Tri fold  
3" x 16 1/4" Per Panel

### Oversized Glossy Flier



### 70# Gloss Text

QUANTITY	Full Color
15,000	\$71.90/m
25,000	\$65.94/m
50,000	\$51.75/m
75,000	\$51.50/m
100,000	\$49.60/m
150,000	\$49.50/m
200,000	\$49.25/m

### 11"x17" Folded (4 Panels)



### 50# Offset or Glossy

QUANTITY	Full Color
10,000	\$93.00/m
25,000	\$78.51/m
50,000	\$77.02/m
75,000	\$76.70/m
100,000+	\$75.59/m

Add \$25 Setup Fee For Folding  
Folded Finished Size 8 1/2" x 11"

Open Image Size 16 1/4" x 10 1/4"  
Folded Image Size 7 3/4" x 10 1/4"

### PRICES INCLUDE THESE SERVICES

- Output final film from supplied high-res files with laser proofs attached
- Bundle in uniform quantities of 300
- Deliver from THEBAG warehouse in Lewis Center, Ohio
- Lead time - disk art must be supplied 12 working days prior to delivery date

Prices in effect 7/1/09 - 9/30/09

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## REQUIREMENTS AND DEADLINES FOR P&D PACKAGES

### REQUIREMENTS

**Art** - Must supply all native files, fonts and graphics in a supported software format. Or a hi-res PDF file or charges may apply.

**4-color process** - All jobs are printed as 4 color process.

**Cross tie** - included in rates.

**Delivery in bag** - 100% will be billed within 30 days.

**Prepayment Policy** - All prepayment sales require full payment for each advertisement prior to reservation deadline. Printing prepayment is required prior to printing deadline.

### CREATIVE SERVICES CHARGES

	<u>1 SIDE</u>	<u>2 SIDE</u>
8 1/2"x11" .....	Min \$30	Min \$60
3 5/8"x17" .....	Min \$30	Min \$60
11"x17" .....	Min \$60	Min \$120
<b>Rush job charge</b> (Within 2 days of "Film to pre-press" deadline) . . . . .	.\$25	
<b>Corrections/Revisions</b> .....	Max \$30	

NOTE: These charges refer to creation of original artwork that clients need for distribution in TheBAG® and for revisions and alterations that need to be made to client provided art to meet normal printing standards

### P&D PROJECT DEADLINES

<b>Mon.</b>	<b>Tue.</b> Rough art due to creative services-19	<b>Wed.</b> -18	<b>Thurs.</b> -17	<b>Fri.</b> -16	<b>Sat.</b> -15	<b>Sun.</b> -14
<b>Mon.</b> -13	<b>Tue.</b> Customer provided art & final proof approval -12	<b>Wed.</b> -11	<b>Thurs.</b> -10	<b>Fri.</b> -9	<b>Sat.</b> -8	<b>Sun.</b> -7
<b>Mon.</b> -6	<b>Tue.</b> -5	<b>Wed.</b> -4	<b>Thurs.</b> -3	<b>Fri.</b> -2	<b>Sat.</b> -1	<b>Sun.</b> Delivery Date

- Final camera ready art due Tuesday, 12 days prior to delivery.
- Final proof approval signed by customer due Tuesday, 12 days prior to delivery.
- Late art or late customer approval may result in additional charges.

### COLUMBUS

7801 N. Central Drive • Lewis Center, OH 43035  
 Sales: (740) 548-2100 • Toll Free: (800) 837-4342

### HEBRON

1120 O'Neill Drive • Hebron, OH 43025  
 Sales: (740) 928-0459 • Toll Free: (800) 589-2172

[www.TheBAG.com](http://www.TheBAG.com)

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