

# Berkshire Brochure

## Targeted Brochure Distribution

### Berkshire Brochure 2011 Print Matrix - Northern CT, RI, MA, NH, VT, NY State Region

#### BROCHURES 4 x 9 FOLDED

Paper Stock : 70# & 80# Gloss Text, White      Artwork : Disk Supplied      Bleeds : Yes      Packaging : Bulk in Cartons  
 Proofs : High Resolution Color Proof & Blueline      Inks : 4C Process, 4/4      Bindery : Fold to 4 X 9      Delivery : Per Specified Location

#### 70# Gloss Text, White

Quantity	12,500	15,000	25,000	50,000	75,000	100,000	125,000	150,000	175,000	200,000	250,000	300,000	400,000
Two Panel (8 x 9 flat)	\$1,163	\$1,247	\$1,508	\$2,125	\$2,654	\$3,240	\$3,758	\$4,272	\$4,742	\$5,293	\$6,180	\$7,177	\$9,045
Three Panel (12 x 9 flat)	\$1,280	\$1,409	\$1,758	\$2,548	\$3,291	\$4,025	\$4,688	\$5,428	\$6,055	\$6,782	\$7,993	\$9,327	\$11,871
Four Panel (16 x 9 flat)	\$1,427	\$1,577	\$2,033	\$3,074	\$4,045	\$5,026	\$5,940	\$6,917	\$7,771	\$8,685	\$10,294	\$12,152	
Five Panel (20 x 9 flat)	\$1,538	\$1,681	\$2,228	\$3,445	\$4,532	\$5,727	\$6,778	\$7,943	\$8,844	\$9,959	\$11,897	\$14,034	
Six Panel (12 x 18 flat)	\$1,634	\$1,794	\$2,430	\$3,850	\$5,120	\$6,484	\$7,727	\$8,971	\$10,112	\$11,337	\$13,645	\$16,087	

#### 80# Gloss Text, White

Quantity	12,500	15,000	25,000	50,000	75,000	100,000	125,000	150,000	175,000	200,000	250,000	300,000	400,000
Two Panel (8 x 9 flat)	\$1,244	\$1,348	\$1,657	\$2,243	\$2,805	\$3,552	\$4,167	\$4,712	\$5,034	\$5,604	\$6,563	\$7,357	\$9,284
Three Panel (12 x 9 flat)	\$1,374	\$1,523	\$1,944	\$2,674	\$3,474	\$4,266	\$4,981	\$5,777	\$6,463	\$7,240	\$8,553	\$10,002	\$12,749
Four Panel (16 x 9 flat)	\$1,583	\$1,768	\$2,148	\$3,280	\$4,345	\$5,512	\$6,483	\$7,619	\$8,442	\$9,446	\$11,225	\$13,268	
Five Panel (20 x 9 flat)	\$1,706	\$1,885	\$2,288	\$3,550	\$4,678	\$5,915	\$7,006	\$8,216	\$9,159	\$10,315	\$12,327	\$14,548	
Six Panel (12 x 18 flat)	\$1,825	\$2,027	\$2,568	\$4,202	\$5,573	\$7,101	\$8,260	\$9,652	\$10,845	\$12,171	\$14,657	\$17,300	

#### \*GANG RUN BROCHURES

Paper Stock : 80# Gloss Text, White      Artwork : Disk Supplied      Bleeds : Yes      Packaging : Bulk in Cartons  
 Proofs : InSite OnLine Proof      Inks : 4C Process, 4/4      Bindery : Fold to 4 x 9      Delivery : Per Specified Location

Quantity	12,500	25,000	50,000	75,000	100,000	125,000	150,000	175,000	200,000	250,000
Two Panel (8 x 9 flat)	\$792	\$1,133	\$1,825	\$2,370	\$2,995	\$3,600	\$4,125	\$4,634	\$5,132	\$6,156
Three Panel (12 x 9 flat)	\$908	\$1,429	\$2,242	\$2,866	\$3,614	\$4,341	\$5,072	\$5,903	\$6,565	\$8,025
Four Panel (16 x 9 flat)	\$1,081	\$1,651	\$2,877	\$4,000	\$5,015	\$6,107	\$7,160			
Six Panel (12 x 18 flat)	\$1,303	\$2,074	\$3,715	\$5,154	\$6,706					

#### RACK CARDS 4 x 9

Cover / Stock : 10pt C2S Cover, White  
 Proofs : High Resolution Color Proof & Blueline  
 Artwork : Disk Supplied  
 Inks : 4C Process, 4/4  
 Bleeds : Yes  
 Bindery : Trim to Size  
 Packaging : Bulk in Cartons  
 Delivery : Per Specified Location

Quantity	6,250	12,500	25,000	50,000	75,000	100,000	125,000
	\$974	\$1,198	\$1,451	\$2,316	\$3,057	\$3,519	\$4,135
	150,000	175,000	200,000	250,000	300,000	400,000	500,000
	\$4,812	\$5,340	\$5,812	\$6,843	\$7,754	\$9,682	\$11,858

#### \*GANG RUN RACK CARDS 4 x 9

Paper Stock : 10pt NVO C2S Cover, White  
 Proofs : High Resolution Color Proof & Blueline  
 Artwork : Disk Supplied  
 Inks : 4C Process, 4/4  
 Bleeds : Yes  
 Bindery : Trim to Size  
 Packaging : Bulk in Cartons  
 Delivery : Per Specified Location

Quantity	6,250	12,500	25,000	50,000	75,000
	\$567	\$805	\$1,126	\$1,830	\$2,501
	100,000	125,000	150,000	175,000	200,000
	\$3,117	\$3,693	\$4,206	\$4,749	\$5,012
					250,000
					\$6,126

\*Gang Runs are scheduled on a monthly basis. Please see your Sales Rep for specific information.