

Distributor Brochures

11" x 17", half fold or tri-fold, 100lb gloss text, 4cx4c

\$239

Includes: Layout, Design & 250 Brochures

Call TODAY!
888.686.7590

- Customize company info, general information (last page) and logos
- Choose colors from the swatch palette to fit your company identity
- Decide on your very own retail markup. Make the optimal profit!
- Leave pricing blank and quote on the go. Make each and every customer feel like your giving them the best price possible.
- Use them as handout pieces OR mailers. Two marketing pieces in one!
- Half fold or tri-fold options available
- 2 Net price lists printed on 100lb gloss cover included

Place your company logo here.

Place your company logo here.

Thick Line.

Thin Line.

Swatch Palette

- A** Thick Line Colors
- B** Thin Line Colors
- C**
- D**
- E**
- F**

We Print.
Call Today!
888-686-7590
www.api-printing.com

Use this section to do your very own mailing campaigns on the tri-fold brochures.

Thin Line.

Thick Line. Choose colors from the swatch list to make the brochure your very own.

Net Price List

Business Cards

Now 2 Day Turnaround!

Business Cards-120lb Gloss Cover w/UV Coating	
	1000 2500 5000
4c/0c	55.00 75.00 105.00
4c/1c	55.00 75.00 105.00
4c/4c	55.00 75.00 105.00

Business Cards-120lb Gloss /100lb Matte Cover	
	250 500 1000 2500
4c/0c	14.54 17.91 22.34 44.69
4c/1c	16.74 18.54 26.76 53.51
4c/4c	16.80 22.39 26.88 67.14

Customize your retail prices to fit your market. We'll drop in the prices for you!

Stock: 120lb Gloss Cover or 100lb Matte Cover
 UV Coating Option. - 5-7 Day Turnaround.
 Matching: Not available.
 Artwork/Setup Charges: May be required depending on artwork supplied.
 Shipping: Not Included in Brochure Pricing

Letterheads

Now 5-7 Day Turnaround!

Paper Stock: 60lb Matte Text, 112pt. Brightness
 Size: 8.5" x 11"
 Bleeds: No
 Color Matching: Not available for 4 color process, \$25.00 per custom PMS color matched. No charge for house PMS colors.
 Artwork/Setup Charges: May be required depending on artwork supplied.
 Shipping: Not Included in Brochure Pricing

Letterheads - 8.5"x 11" - 60lb Text - 112pt. Brightness	
	250 500 1000 2500 3500 5000
1 Color	
2 Color	
4 Color	

Leave the prices blank. Quote each customer personally.

Thin Line.

Thick Line.



Creative Steps for Greater Profits.

American Printing Industries would like to Thank You for the opportunity to conduct business with your company, because customers like you make our business possible. We have put together a tip sheet that may help answer some questions on how to properly mark up a net price from your preferred vendor to ultimately acquire more retail print jobs while making the most profits possible. Please let us know if there is anything American Printing Industries can do to help you earn your customers business.

1). If you have an idea of your customers budget, let us know so we can meet their requests on-time and under budget. If your customer is flexible ask us to quote variable sizes, quantities, paper stocks & printing processes. We can also suggest different delivery times and/or methods to help you save your customer time and money.

2). Consider asking your service representative if there is any open press time available or if A.P.I. is running any specials or promotions that you may not be aware of.

3). If your customer needs to reorder a print job just login to our website to see all your previous orders, click a button and the print job re-enters our production facility automatically. This will save you time and money by not having to search your previous orders and art-files! All your job details will be stored in our web system as long as you are a customer with us.

4). We are unable to properly supply a suggested retail price list according to ASI industry standard coded prices. Our Net prices are to low, therefore using the highest markup (50%) would still not insure that you would make the optimal profit on our products. Research printing in your local and regional area to better define the proper markup from our Net Price List.

5). Base the price off of your area competition and where you feel your customer is going to be the most comfortable. You will find each and every customer's price comfort level is different. In some cases A.P.I. can try to lower our net price in an effort to help you land the print order a bit easier. Please ask your service representative if your job qualifies for this service.

6). It is usually a rule to mark-up a price based on how high or low the net or initial price is.

Example – A job is quoted by a A.P.I at \$30.00. You may want to increase your resale price anywhere from 75% to 125%. You must decide if your client would pay for the product they requested on the low end, \$52.50, or the high end of, \$67.50, or somewhere in-between. Also keep in mind what type of profit you are needing or wanting to make on each job . In comparison, a job quoted at \$5,000 dollars should only be marked up for resale by 15% to 25% because **as the net cost increases the percentage of resale mark-up should decrease.**