

1986 – **30 YEARS** – 2016

S M ▲ R ⇨

S ≡ ⇨

DIGITAL DESIGN AND PRINT

Services

and

Prices

Menu

JANUARY 2016

Price subject to change without notice.

table of contents

You'll find a number of useful things in our Guide to Services, our philosophy, policies, pricing and more. This is by no means an exhaustive guide, our commitment to artisan, digital craft printing means we treat every job as a custom job, so please don't hesitate to reach out to us for a formal quote, a technical question or advice on practical solutions.

guide to services

Our Philosophy	1
Design Services	3
Contact / Turnaround	4
Business Cards	5
Flyers, Sell Sheets, Letterhead	6
Postcards, Posters	7
Booklets, Brochures.	8
Envelopes	9
Notecards	10
Wedding Suites, Books	11
Fine Art Prints.	12
Letterpress film and plates.	13
House Stock List.	14

digital craft printing

We like to think our business model is unique. We consider ourselves craftspeople, though our tools are some of the most high-tech gadgets money can buy, as well as old steel and cast iron machines. Thirty years of graphic arts know-how is built into every job.

our techs all have art degrees

It's true. Yes, a lot of what we do is technical, but even technical choices should be driven by aesthetics, having a good "eye" is at least as important as knowing which buttons to push.

A drive to produce the most effective and beautiful-looking marketing and communications pieces is baked into everything we do, whether it's designing a logo for a business card, or printing the card itself, our expertise is unique in the industry. Best of all, this attention to detail doesn't cost more or take longer, in fact, we turn jobs faster than most.

a collaborative process

As printing of all types becomes more and more of a commodity, like buying music online, there will always be a demand for something unique, something better.

We know that smart choices in materials, design, even production methods make all the difference in the world when you talk about impact, and isn't that what it's all about? If you want to see paper samples, look at a hard proof, try different concepts to see what works best, good luck buying print online. You're a hands-on type of person. You need a digital craft printing partner, an artisanal purveyor of print.



CRAFT



SERVE



INSPIRE

things we make on a regular basis

Business Cards	Catalogs
Letterhead	Flyers
Envelopes, All Kinds	Stickers
Brochures	Door Hangers
Postcards	Packaging
Books, All Kinds	Contract Proofs
Postcard Books	Prototypes
Fine Art Giclées	Labels and Tags
Posters	Pocket Folders
Calendars	Portfolios
Annual Reports	Scans of Things
Programs	Digital Photographs
Notecards	Bar Codes, A Variety
Notepads	Mechanical Keylines
Wedding Invitations	Linotronic Film Output
Reports, Wiro Bound	Polymer Plates
Booklets	Product Prototypes

some processes

Digital Printing
Desktop Publishing
Cutting
Folding
Scoring / Perforating
Hole Drilling
Corner Rounding
Die Cutting
Embossing
Perfect Binding
Wiro Binding
Saddle Stitching
Book Binding
Shrinkwrapping

design

Design of a communication piece is a continuum from idea through layout and revisions to materials choice and production method. We're adept at involvement any point, from concept and layout, color correction and proofing, to final production. It's not about ego, it's about matching clients' needs and budgets with solutions that exceed their expectations.

business identities

Whether you're a 100 year old company looking for an update, or a start-up starting with nothing, we've been doing business identity design for decades, long enough to know what stands the test of time. Will we do customer focus groups and statistical market research in preparation? Frankly, no, but we will listen to your needs and dreams, and develop beautiful, fitting, identity systems that will work hard to build your brand and remain vital.

Business / Organization Identity \$500-\$700
Includes logo and implementation of business card, letterhead and #10 envelope as well as files for web, print, b/w, and color reproduction.

what else?

Already have a strong brand, but need help setting up new business cards? No problem. Are you an author with a manuscript needing layout and cover design? If you can dream it, we can probably build it, with as much or as little personal involvement as you'd like.

Design Rate \$85/hr.
Feel free to request a specific estimate on your project, we have some of the fastest, most efficient techs in town, you might be surprised how much we can do in an hour or less. Contact us at info@smartset.com

packaging

We have extensive experience in packaging work, including folding cartons, flexographic film, etc.

the nitty gritty

In our pricing grids, the numbers 4/4 mean full color both sides, 4/1 is color on one side, black and white on the other, and 4/0 is color one side, no printing on the other. \$25 minimum charge on all orders. Please don't hesitate to email info@smartset.com or call 612.339.7725 with questions or to get a quote.

Prices subject to change without notice.

contact us

You can call us at 612.339.7725.

We promise you'll talk to a real, live human being.

Find out more info, upload files, or find directions to our studio at smartset.com.

Send us an email with questions, quote requests, or anything else at info@smartset.com.

turnaround

Most straight forward print jobs are completed within 24 hrs., though additional finishing options, specialty papers, or large orders may add time. We'll work with you to meet your deadline. Just let us know when you need it, and we'll do our best to accommodate.

We ship via FedEx, UPS, Priority Mail, or couriers, or stop by and check out our outsider art collection.

business cards

Sharp looking business cards are as important as they've ever been to make the right first impression. Go thick, up to 130 lb. cover stock, or white toner on heavy black paper, reverse a logo for a show-through metallic look, it's all up to your imagination. We'll help you express your identity with tactile, "how you'd do that?" execution. Business card orders are usually completed in 24 hours, some premium options take longer.

standard business cards

	4/4	4/1	4/0
250 cards	\$40	\$36	\$30
500 cards	\$78	\$70	\$59
1,000 cards	\$138	\$114	\$102
2,000 cards	\$240	\$180	\$144
3,000 cards	\$340	\$234	\$180
4,000 cards	\$415	\$280	\$210
5,000 cards	\$465	\$330	\$240

Stock; 100 or 110 lb. cover; uncoated, coated matte, gloss

premium options for business cards

Double Thick Stock +15% of base price
(120 – 130 lb. double thick papers)

Specialty Double Thick Stock +20% of base price
(Black or colored duplexed papers, silver metallic, cotton rag)

White or Clear toner +20% of base price
Corner Rounding \$20/M
Die cut round corners \$110
Emboss / Deboss call or email

flyers, sell sheets, letterhead

Text Weight

Printed on 70 or 80 lb. gloss, matte, or uncoated text, 100% post-consumer recycled paper available at no extra charge. \$25 surcharge for special order stocks.

	4/0	4/1	4/4
50 sheets	\$33	\$45	\$55
100 sheets	\$55	\$65	\$93
250 sheets	\$113	\$150	\$188
500 sheets	\$195	\$238	\$300
1,000 sheets	\$330	\$390	\$500
2,000 sheets	\$450	\$550	\$750

Tri--fold brochures: Add folding charge (see below).

Bleeds: Add \$10 for 50 /100, or \$20 for larger runs.

Heavy text weight stock: Add 15% for 100 lb. text.

Cover Weight

Printed on 80 or 100 lb. gloss, matte, or uncoated cover stock, 100% post-consumer recycled paper available at no extra charge. \$25 surcharge for special order stocks. 110 lb., 120 lb., and 130 lb. cover stock available, call or email for pricing.

	4/0	4/1	4/4
50 sheets	\$39	\$50	\$60
100 sheets	\$65	\$85	\$100
250 sheets	\$125	\$173	\$216
500 sheets	\$225	\$270	\$345
1,000 sheets	\$375	\$450	\$600
2,000 sheets	\$520	\$630	\$860

Bleeds: Add \$10 for 50 /100, or \$20 for larger runs.

Folding / Scoring (per score)

Cover stock must be scored to be folded, scored and folded cover stock bills for both.

50/100	\$20 min.
250/500	\$30
1,000+	\$40/M

postcards

Pricing includes all set-up, trimming, and proof, if desired. House stock is 14 pt. coated 2 side matte cover stock. Other stock available upon request. Standard turnaround time is 24 hours after final approval.

4.25" x 6" standard postcards

	4/0	4/1	4/4
100 cards	\$23	\$35	\$47
250 cards	\$43	\$66	\$92
500 cards	\$78	\$119	\$158
1,000 cards	\$114	\$179	\$216
2,000 cards	\$203	\$270	\$334
5,000 cards	\$465	\$618	\$760

Oversize postcards (up to 6" x 9")

	4/0	4/1	4/4
100 cards	\$42	\$54	\$60
250 cards	\$97	\$125	\$135
500 cards	\$129	\$197	\$240
1,000 cards	\$225	\$294	\$370
2,000 cards	\$378	\$450	\$525
5,000 cards	\$583	\$745	\$958

posters

Full bleed 11x17" posters on coated matte or gloss, or uncoated cover stock.

<50	\$1.55 each
50-99	\$1.30 each
100	\$1.00 each
25090 each
50075 each
75062 each
1,00052 each
2,00040 each

booklets, brochures

8.5x11" booklets

8.5x11 page size, 11x17" spreads, printed on 70 lb. text wt. paper, saddle stitched. Booklet pages must be in multiples of four. Price includes set up, stapling, and final face trim.

4 page brochures (one 11x17" sheet, folded)	text	cover
50	\$113	\$120
100	\$180	\$203
250	\$340	\$385
500	\$540	\$640
1,000	\$790	\$900
2,000	\$1,300	\$1,480

8 pager (two 11x17" stapled to make 8 pages)	text
50	\$213
100	\$355
250	\$645
500	\$905
1,000	\$1,390
2,000	\$1,810

Cover wt. cover: add 5%, plus \$20 scoring charge.
Laminated covers, add \$1 each.

We can make booklets with as many pages as you'd like. Contact us for a quote.

8.5x5.5" booklets, horizontal or vertical

8 pager (two 11x17" sheets, stapled to make 8 pages)	text
50	\$213
100	\$355
250	\$645
500	\$905
1,000	\$1,390
2,000	\$1,810

We can make booklets with as many pages as you'd like. Contact us for a quote.

envelopes

Digital envelope printing, all sizes and styles available. Prices for 'standard' white wove, printing on one side, front or back. Other envelope stock available upon request. Prices based on "average" coverage, heavy coverage may incur add'l charges.

invitation / announcement (A2, A6, A7)

	Base price
100	\$75
250	\$125
500	\$175
1,000	\$280
2,000	\$370
Two sided printing	base price + 50%
Black ink only	less \$20 off base price

business envelopes (No. 10, No. 10 window, No. 9, 6 3/4 remittance)

	Base price
100	\$60
250	\$110
500	\$160
1,000	\$265
2,000	\$355
Two sided printing	base price + 50%
Black ink only	less \$20 off base price

Cougar Uncoated envelopes

- add \$20/250 for Invite,
- \$20/500 for Business styles

Supplied envelopes

- 10% off

Clear or white toner

- add 25%

note cards

Notecards should match standard envelope sizes. For an A2 size, folded size would be 4.25x5.5". For A6, folded size is 4.25x6" and for an A7 envelope, folded card size is 5x7" Pricing is for cards printed front and back, with blank insides. Email us for a quote on printed insides. Cards scored, delivered flat.

A2 size notecards

100	\$59
250	\$102
500	\$155
1,000.....	\$265
2,000.....	\$415

You can mix or match designs to get qty. discounts.

A6 or A7 size notecards

100	\$85
250	\$155
500	\$265
1,000.....	\$415
2,000.....	\$580

You can mix or match designs to get qty. discounts.

Blank envelopes

A2	\$15/250 qty.
A6	\$18/250 qty.
A7	\$20/250 qty.
Poly sleeves for merchandising	\$10/100 qty.

wedding suites

Your wedding is a special day in your life, and we understand that you don't want cookie cutter invites. We treat every wedding job as a custom job, and are happy to work with you to make your suite of printed materials unique. Contact us or stop by to discuss unique methods and materials.

books

We love books; designing them, printing them, reading them. We do perfect bound books from 1 to 1,000 copies, artist's books, portfolios. We can also do short runs of hardcover books, from 200 and up.

Perfect binding:

1-5	\$5 each
6-10	\$4 each
11-50	\$3.50 each
51-99	\$2.50 each
100	\$1.50 each
250+	call or email

wiro (twin loop) binding:

Available in multiple sizes in black or white. Price includes clear vinyl front and color back covers, if desired. \$2 each

Saddle stitching (stapling)

<100	\$1.25 each
100	\$.115
250	\$.145
500	\$.155
750	\$.173
1,000.....	\$.190
>1,000	call or email

misc. bindery services

Corner rounding	\$20/1,000
Trimming (bleed)	\$.20 min.
Padding (note pads)	call or email
Corner stapling.....	\$40/1,000

fine art inkjet prints

We print fine art giclées on our Epson inkjet printer with 9 color archival inks. House stock is Hahnemühle 100% cotton rag inkjet paper. Prints available up to 17x22 inches. Prints are rated to last 80-90 years.

8.5x11"	\$12
11x17"	\$22
17x22	\$40

Call or email us for quantity discounts.

digital photography

Digital photography from our 3 light photo studio. Great for product shots, merchandise, or prototypes, we can also shoot artwork too large to scan.

Per shot	\$20-\$30
Outlining	\$10/image

scanning

We can scan art up to 12x17", transparencies up to 8.5x11", including slides, negatives, and large format images. Includes minimal color matching/proof.

Scans (each)	\$20
------------------------	------

services for printers

Services for letterpress and offset printers include Linotronic film output and polymer plate making. With our 30 years experience in prepress, we'll work with you to provide materials that meet your technical requirements.

linotronic film negatives or positives

Photographic film with resolution of 2,540 dpi. Specify right reading emulsion down (RRED) for offset, or right reading emulsion up (RREU) for letterpress. Film for letterpress should be bitmap, not grayscale, to avoid halftone dots. Film is 12" wide by any length.

Letter size (8.5x11" with crops)	\$20
Legal (up to 14" in length)	\$26
Tabloid (up to 18" in length)	\$32
Large sizes charge tabloid size plus \$1/inch over 18".	

polymer plates

Adhesive backed polymer plates for letterpress. 'Standard' (KF95) or 'Deep Relief' (KF152) available. All plates come with hard proof and include film costs.

KF 9565 cents/sq. inch
KF 15270 cents/sq. inch

polymer plate making materials

KF 95 (Standard) unexposed plate material	
16.5x23.375"	\$35
11.17x16.5	\$18
8.25x11.75"	\$9
KF 152 (Deep Relief) unexposed plate material	
16.5x23.375"	\$50
11.17x16.5	\$26
8.25x11.75"	\$14
Adhesive Backing	\$1.50 ft.

misc.

labels

We can do any size adhesive labels in square or rectangular sizes on crack and peel coated or uncoated stock, and also contract for labels on rolls, any shape.

doorhangers

Contact us for size and style options.

pocket folders

Short run digitally printed or long run offset printed.

portfolios

Lots of options for paper, binding methods, styles.

house stocks

Text weight:

Classic Crest Solar White

110 lb. cover

UNCOATED:

Classic Crest Natural White

Cougar 70 lb.

110 lb. cover

Cougar 80 lb.

Mohawk Superfine

Cougar 100 lb.

Ultrawhite 100 lb. cover

Lynx 70 lb.

Lynx 80 lb.

Lynx 100 lb.

COATED:

Futura Dull 80 lb. cover

Roland EnviroPrint

Futura Dull 100 lb. cover

(100% PCW recycled):

Futura Gloss 80 lb. cover

No extra charge!

Futura Gloss 100 lb. cover

70 lb. text

Productolith Dull 14 pt.

80 lb. text

Double Thick and Specialty Papers:

COATED:

Cougar 130 lb. cover

Futura Dull 80 lb.

Mohawk Superfine

Futura Dull 100 lb.

Ultrawhite 120 lb.

Futura Gloss 80 lb.

Eggshell cover

Futura Gloss 100 lb.

Cover Weight:

Classic Crest Epic Black

120 lb. cover

UNCOATED:

Classic Crest Epic Black/

Cougar 80 lb. cover

Solar White duplex 120

Cougar 100 lb. cover

lb. cover

Lynx 80 lb. cover

MGX silver foil cover

Roland (recycled):

MGX 'Soft Touch' black

80 lb. cover

120 lb. cover

Roland (recycled) 100 lb.

Mohawk Superfine

cover

Ultrawhite 34 pt. double
thick



CRAFT



SERVE



INSPIRE