



PRINTING ESTIMATES

Prices effective December 1, 2006 — All Prices Quoted in U.S. Funds

Through a special arrangement with large printing houses, Hobbs/Herder Advertising has contracted to print quality full-color personal marketing materials. Because of the large volume of products we print, we are able to offer our clients great printing value. The printing is run in "combos," allowing you to share setup and press fees with other Hobbs/Herder clients.

Additional printing prices listed on reverse side.

Personal Prospecting Brochures

- Full color both sides • 100-lb Gloss Cover
- Aqueous coating for durability

Qty.	6" x 18"	8" x 18"	9" x 18"	6" x 26.5"
2,500	\$2,700	\$2,800	\$2,900	\$3,120
5,000	\$3,250	\$3,350	\$3,470	\$3,800
10,000	\$4,440	\$4,750	\$4,840	\$5,800
Env. size:	6.5" x 6.5" 6" x 6"	6.25" x 8.75" 6" x 9"	6" x 9"	6" x 9"

PowerKards

- 8.5" x 5.5" • 6" x 11"

- Printed full color both sides • 100-lb. Gloss Cover

10,000 cards	\$2,220	40,000 cards ...	\$3,920
20,000 cards ...	\$2,760	50,000 cards ...	\$4,500
30,000 cards ...	\$3,300	100,000 cards ...	\$7,600

PowerKards

- 8.5" x 11"

- Printed full color both sides • 100-lb. Gloss Cover

10,000 cards	\$3,010	40,000 cards ...	\$4,508
20,000 cards ...	\$3,481	50,000 cards ...	\$5,095
30,000 cards ...	\$3,490	100,000 cards ...	\$8,189

House Flier Masters*

- 8.5" x 11" • Printed full color one side
- 100-lb. Gloss Book

2,500	5,000	10,000	20,000
\$999	\$1,199	\$1,499	\$2,499

Money Saving Package Deals

Package 1

5,000 Brochures
30,000 PowerKards
5,000 House Fliers

A la Carte Price*

\$7,969

Package Price

\$5,995



Package 2

10,000 Brochures
50,000 PowerKards
5,000 House Fliers

A la Carte Price*

\$10,539

Package Price

\$7,995

Above prices are for all brochure sizes except the 6"x26.5" brochure.

*A la carte prices based on 9"x18" brochures and 8.5"x5.5" PowerKards.

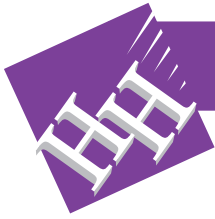
* Ask about package pricing with 8.5"x11" PowerKards

* Ask about package pricing with 6"x26.5" Brochures

20% Off Reprints

Please call our Print Sales Consultant for pricing on printed materials:
(800) 999-6090 ext. 922

**We recommend that you run a sample of the House Flier stock through your laser printer before you print with us. Ask your Creative Representative for a sample. Ink jet printing is not recommended.*



HOBBS/HERDER ADVERTISING PRINTING ESTIMATES

STATIONERY PACKAGES

- All stationary printed on 70# text linen.
- All business cards printed on 100# gloss cover with an aqueous coating.
- Brochure envelopes printed on 24# white woven.
- Mailing labels printed on 60# high-gloss crack 'n' peel.
- Blank envelopes and letter sheets are available.

ADDITIONAL DESKTOP SERVICES

Desktop system time	\$90/hour
Additional color proof	\$50
Hi-resolution scan up to 8½"x 11"	\$50
Hi-resolution scan above to 8½"x 11"	\$100
Scan for ID package.....	\$35 each
Overnight mailing charge.....	\$18
Matchprint.....	\$450

PLACING YOUR ORDER

To place an order or to obtain further information about printing, contact our sales department:

Hobbs/Herder Advertising
 2240 University Drive, Suite 200
 Newport Beach, CA 92660
 (949) 515-5000, ext. 922
 (800) 999-6090, ext. 922
 Fax: (949) 515-5018

Website:
www.HobbsHerder.com/PRINTING

THIS PRICE INCLUDES

Everything needed for high-quality four-color printing at 175-line screen, including high resolution scans for five color photographs on brochures, three photos on PowerKards and two photos on House Flier Masters. Printing prices do not include extras like photographs, varnish or U.V. coating, die cuts, foil, metallic inks, or other "bells and whistles." These can be quoted separately.

8.5 x 11 LETTERHEAD	1-color	2-color	3-color	4-color
2,500	\$358	\$456	\$582	\$1,000
5,000	\$540	\$712	\$880	\$1,550
10,000	\$942	\$1,164	\$1,390	\$2,250

6 x 10 MINI LETTERHEAD	1-color	2-color	3-color	4-color
2,500	\$358	\$456	\$582	\$1,000
5,000	\$540	\$712	\$880	\$1,550
10,000	\$942	\$1,164	\$1,390	\$2,250

BUSINESS CARD-ONE SIDE	1-color	2-color	3-color	4-color
2,500	n/a	\$282	\$363	\$485
5,000	n/a	\$343	\$435	\$520
10,000	n/a	\$472	\$581	\$585

BUSINESS CARD-TWO SIDES	1-color	2-color	3-color	4-color
2,500	n/a	n/a	n/a	\$548
5,000	n/a	n/a	n/a	\$575
10,000	n/a	n/a	n/a	\$670

FOLDOVER BUSINESS CARD	1-color	2-color	3-color	4-color
2,500	n/a	n/a	n/a	\$660
5,000	n/a	n/a	n/a	\$721
10,000	n/a	n/a	n/a	\$890

#10 ENVELOPE	1-color	2-color	3-color	4-color
2,500	\$488	\$584	\$744	\$1,590
5,000	\$842	\$962	\$1,184	\$2,130
10,000	\$1,324	\$1,568	\$1,864	\$2,800

6 x 9 ENVELOPE	1-color	2-color	3-color	4-color
2,500	\$326	\$430	\$606	\$2,130
5,000	\$510	\$650	\$884	\$2,950
10,000	\$880	\$1,050	\$1,380	\$4,990

6 x 6 or 6.5 x 6.5 ENVELOPE	1-color	2-color	3-color	4-color
2,500	\$650	\$728	\$930	\$2,690
5,000	\$1,060	\$1,178	\$1,440	\$3,700
10,000	\$1,860	\$2,060	\$2,420	\$5,910

6.25 x 8.75 ENVELOPE	1-color	2-color	3-color	4-color
2,500	\$488	\$600	\$790	\$2,850
5,000	\$790	\$930	\$1,210	\$3,700
10,000	\$1,394	\$1,538	\$1,938	\$5,850

6.5 x 9.5 ENVELOPE	1-color	2-color	3-color	4-color
2,500	\$444	\$576	\$740	\$2,050
5,000	\$740	\$882	\$1,122	\$2,950
10,000	\$1,306	\$1,472	\$1,802	\$4,990

3 x 5 CRACK 'N' PEEL LABEL	1-color	2-color	3-color	4-color
1,000	\$292	\$382	\$508	\$1,110
2,500	\$508	\$574	\$730	\$1,350

PLEASE NOTE: Prices do not include shipping nor state sales tax (where applicable). Allow Hobbs/Herder.com/Printing 15 working days for delivery. Prices subject to change at any time.