

# Add-ons Fee Schedule

\*\*\* Maximum Combined Add-on Fee: \$50.00 \*\*\*

## 1. ADD-ON: Color Logo: Variable Fee

Sm. \$10 - Med. \$15 - Lg. \$20 - XLg. \$25 - XXLg - \$30.00

Sample 1

Ad Cost:	\$55.00
Med Color Logo	+ \$15.00
<b>Total Cost:</b>	<b>\$70.00</b>

**Leave the driving to us at CamTran+**

- Summer Student Day Pass: \$1.00
- Reserve-A-Ride, call ahead service

Sample Med. \$15

www.camtranbus.com 1-800-252-3889

## 2. ADD-ON: Using Color for Type or Background in ad:

1 Color: 20% x Ad Cost/ 2 Colors: 30% x Ad Cost  
 3 Colors: 35% x Ad Cost/ 4 Colors: 40% x Ad Cost

Black Type is included in the ad cost and can be used in your ad in addition to color(s).

Sample 2

Ad Cost:	\$85.00
1Color*	+ \$17.00
<b>Total Cost:</b>	<b>\$102.00</b>

\* \$85 x 20% = \$17

Customer provides RGB or CMYK for best match of color.

**Low Rate towing** (609) 209-6170

*"Get Hooked on Low Rate Towing"*

**24 hours • 7 days a week • prompt • dependable • affordable**  
**flat-bed service • free junk car/truck removal • unwanted vehicles purchased**  
**• road service calls • dead battery • keys locked in car • flat tires**

**Steve Smith, Jr., Owner/Operator** PA LIC #AU1234

## 3. ADD-ON: Color Logo plus 1 Color in Ad:

Sample 3

Ad Cost:	\$85.00
Sm. Color Logo	\$10.00
1 Color *	+ \$17.00
<b>Total Cost:</b>	<b>\$112.00</b>

\* \$85 x 20% = \$17



**Lavender & Lace**

**Antiques and Gifts**

**34902 Atlantic Ave. Open all Year 11am-4pm**  
**Ocean View, DE 302-539-5933**

## 4. ADD-ON: 4 Color Process Ad: \$50 Fee

Sample 4

Ad Cost:	\$168.00
4CP*	+ \$50.00
<b>Total Cost:</b>	<b>\$218.00</b>

\* 4 Color Process blends cyan, magenta, yellow and black (key/black) inks to create a full spectrum of colors as shown in this sample.



**ALBERT'S TRANSPORTATION** **856-222-9600**  
 www.albertstransportation.com

1126 Route 73 South • Mount Laurel, NJ 08054

## 5. ADD-ON: Color Photo Logo: Variable Fee

Sm. \$10 - Med. \$15 - Lg. \$20 - XLg. \$25 - XXLg - \$30

Sample 5	
Ad Cost:	\$85.00
1 Color:	\$17.00
Sm. Color Photo:	+\$10.00
Total Cost:	\$112.00

# Dexter & Friends Day Camp

110 Route 66, Harrisburg



(717)  
236-3820

- Supervised Group Play
- Individualized Attention
- Nature Walks
- Hours: 6:30 am-6:30 pm

## 6. ADD-ON: Grayscale Logo: Variable Fee

Sm. \$5 - Med. \$10 - Lg. \$15 - XLg. \$20 - XXLg - \$25.00

Sample 6	
Ad Cost:	\$118.00
Med Grayscale	+\$10.00
Total Cost:	\$128.00

# THE Pizza Time SALOON

SPORTS BAR & GRILL

1900 West Point Pike, West Point, PA  
Telephone: (215) 699-5150  
Fax: (215) 699-7529



Open Monday to Saturday,  
11:00 a.m. to 2:00 a.m.  
& Sundays 9:00 a.m. (brunch)  
to 2:00 a.m.

## 7. ADD-ON: B/W Photo Ad: \$35.00 Fee

Sample 7	
Ad Cost:	\$168.00
B/W Photo Ad	+\$35.00
Total Cost:	\$203.00

# ALBERT'S TRANSPORTATION

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www.albertstransportation.com



1126 Route 73 South • Mount Laurel, NJ 08054

## 8. ADD-ON: Grayscale Ad: \$35.00 Fee

Sample 8	
Ad Cost:	\$101.00
Grayscale Ad Fee	+ 35.00
<b>Total Cost:</b>	<b>\$136.00</b>



## 9. ADD-ON: Black & White Photo Logo: Variable Fee

Sm. \$5 - Med. \$10 - Lg. \$15 - XLg.. \$20 - XXLg - \$25

Sample 9	
Ad Cost:	\$101.00
Lg. Grayscale Logo	+ 15.00
<b>Total Cost:</b>	<b>\$116.00</b>

### Grooming by Barbara



Call (717) 236-3820  
for Appointment

Conveniently located  
next to the Elm Street Dog Park  
Harrisburg, PA

- Licensed "I'll treat your fur baby  
as if it were my own."
- Insured

## 10. ADD-ON: Reverse Print Ad: 30% of Ad Cost

\$55.00 Ad ~ \$16.50 Reverse Print Fee	\$70.00 Ad ~ \$21.00 Reverse Print Fee
\$85.00 Ad ~ \$25.50 Reverse Print Fee	\$101.00 Ad ~ \$30.30 Reverse Print Fee
\$118.00 Ad ~ \$35.40 Reverse Print Fee	\$130.00 Ad ~ \$39.00 Reverse Print Fee
\$168.00 Ad ~ \$50.00 Reverse Print Fee	\$80.00 Ad ~ Included in 3.2" x .6" ad

Sample 10	
Ad Cost:	\$118.00
Reverse Print	+ 35.40
<b>Total Cost:</b>	<b>\$153.40</b>

**131-132 Vincentown Rd.**  
**Pemberton, NJ 08068**

Open 365 Days  
1-800-274-2102

**Family Owned Farms**  
**Since Early 1600's**

**BUDD'S KNP FARMS & MARKET**  
Featuring the **Country Kitchen**  
"A Unique experience in take-out.....You'll be back"

**HAND  
DIPPED  
ICE CREAM**

**DAIRY  
PRODUCTS**

**CATERING**

**JERSEY FRESH**  
**CRABS - CLAMS - PRODUCE - HONEY - PLANTS**

**½ lb.  
Burgers**  
**Sandwiches**  
**Seafood**

A



116 E. Washington Ave.  
Washington, NJ

KIDS COVE

Daycare & Preschool

908-689-4407

Hours: 6:30am  
to 6:00pm



B



Hours:  
6:30am  
to 5:30pm

KIDS COVE

Daycare & Preschool

908-689-4407

116 E. Washington Ave.  
Washington, NJ



Sample A is the Standard Black and White ad with logos converted to bitmap files. Sample B incurs an additional \$10 fee for 2 small grayscale logos. The copy in both ads is standard type.

*Curves*

GET A TOTAL BODY WORKOUT

YOUR CURVES WILL  
AMAZE YOU™

215-723-0180



In this sample the Curves logo is a standard black and white bitmap but the 2nd logo (on the right) is a Medium Grayscale logo which adds \$10.00 to the standard \$55 ad price.

732-264-6400

40 Washington St.  
Keyport, NJ

ECONOMY MACHINE



VW Repair Specialist  
Honda-Nissan-Toyota  
American Car Repairs

Tues.-Fri.: 8-5  
Sat.: 8-2  
Closed Sun. & Mon.  
VISA - MASTERCARD - DISCOVER



732-203-9333  
America's Smart Choice  
*for Auto Painting • Bodywork • Collision Repair*

77 Route 35  
Keyport, NJ  
fax: 203-0683



Drive Thru Open 24 Hours  
1131 State Hwy. 36  
Hazlet, New Jersey  
Phone:  
732-264-6539

All of the above samples are  
Standard Black & White Ads, all graphics are bitmap files.

SAMPLE GRAYSCALE LOGOS



Small - \$5



Small - \$5



Basic Logo Ad: Med. - \$10  
All Other Sizes: Small - \$5



\$85 Ad & above - Med. - \$10  
Basic Logo & Small Block Ads- Lg. \$15



This is an XLarge grayscale in the \$55 Size but would be considered a Large Logo in the \$85 and a Medium Logo for sizes costing \$118 and higher

# LOGO SIZING GUIDE

## SCALE TO AD SIZE

SMALL LOGO: approximately 1/6th ad space Block #1	MED. LOGO: approximately 1/3rd ad space Blocks 1 & 2	LARGE LOGO: approx. 1/2 of ad space Blocks 1, 2 & 3	XLARGE LOGO: approx. 2/3rd ad space Blocks 1, 2, 3 & 4	XXLARGE LOGO: approx. 5/6ths ad space Blocks 1,2,3,4,5	

SMALL LOGO: approx. 1/6th ad space	MED. LOGO: approx. 1/3 ad space	LG. LOGO: approx. 1/2 ad space	XL. LOGO: approx. 2/3 ad space	XXL. LOGO: approx. 5/6 ad space	
Block 1	Block 2	Block 3	Block 4	Block 5	Block 6

### Quick Sizing Guide:

- Small logo uses about 1/6th of the ad space
- Med. logo uses about 1/3th of the ad space
- Large logo uses about 1/2th of the ad space
- XLarge logo uses about 2/3th of the ad space
- XXLarge logo uses about 5/6th of the ad space
- Full Size = Entire Ad Space


## STANDARD AD FEATURES:

- ✓ Black Print on White Background
- ✓ One or more (depending on ad size) BLACK & WHITE BITMAP logos
- ✓ **Business Name in 18 Point (min.) type** in a font which closely mimics the font used on the copy from the customer
- ✓ 2 or more phone numbers with area code and designation (i.e. fax, cell, etc.) in 12 point type
- ✓ Address (exact or descriptive) in min. 10 point type
- ✓ 2 or more (depending on ad size) lines of copy which can include a web or email address, specialities of the business, hours of operation, a business license number and description, etc.
- ✓ NOTE: Residence phones, cell phones, business owner names, sales agents names, personal email addresses, etc. are printed only by customer request. If a business card contains any of this information, we *automatically exclude* it from copy for your privacy.

All STANDARD ads include only BLACK AND WHITE BITMAP LOGOS. We scan logos as black and white line art. Logos scan best when we start with clean, crisp, black and white copy. If logos are emailed and they are sent in color, we change them to grayscale, and sometimes we can get a reasonable bitmap out of that file however, in most cases, the transition doesn't work. Below is such an example.

This copy was emailed to us for use in a Basic Logo Ad. The file was sent as a color jpeg, it converted to a grayscale logo cleanly



However, that same ad converted to a black and white bitmap file did not work. It could not be used. Note: no "dot" over j, no arc under jbt, no dropshadow - which is what the customer wanted.



Below is the black and white bitmap file the customer's ad agency finally sent. A reverse print fee was incurred but prorated to actual reverse space used in the ad (in this example: 75%).

