## 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 Total Cost: \$70.00 Leave the driving to us at CamTran+

Summer Student Day Pass: \$1.00 Reserve-A-Ride, call ahead service Sample Med. \$15

CamTran -

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 Total Cost: \$102.00

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

Customer provides RGB or CMYK for best match of color.

## Low Rate towing

"Get Hooked on Low Rate Towing"

(609)

209-6170

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 Total Cost: \$112.00

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



# 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 Total Cost: \$218.00

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



#### 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

THE Pizza Time

Sample 6

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

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



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

Sample 8

Ad Cost: \$101.00 Grayscale Ad Fee +35.00Total Cost: \$136.00



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 +15.00Total Cost: \$116.00

# 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 \$85.00 Ad ~ \$25.50 Reverse Print Fee \$118.00 Ad ~ \$35.40 Reverse Print Fee \$168.00 Ad ~ \$50.00 Reverse Print Fee

\$70.00 Ad ~ \$21.00 Reverse Print Fee \$101.00 Ad ~ \$30.30 Reverse Print Fee \$130.00 Ad ~ \$39.00 Reverse Print Fee \$80.00 Ad ~ Included in 3.2" x .6" ad

Sample 10

Ad Cost: \$118.00 **Reverse Print** +35.40Total Cost: \$153.40 131-132 Vincentown Rd. Pemberton, NJ 08068

Open 365 Days 1-800-274-2102 **Family Owned Farms** Since Early 1600's

**HAND DIPPED ICE CREAM** 

**DAIRY PRODUCTS** 

# BUDD'S KNP FARMS & MARKET

Featuring the Country Kitchen "A Unique experience in take-out.....You'll be back"

½ lb. Burgers Sandwiches | Seafood

**CATERING** 

JERSEY FRESH CRABS - CLAMS - PRODUCE - HONEY - PLANTS



16 E. Washington Ave. Washington, NJ

**KIDS COVE** Daycare & Preschool

908-689-4407

Hours: 6:30am to 6:00pm



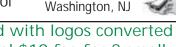


**KIDS COVE** 

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.

GET A TOTAL BODY WORKOUT

OUR 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

#### **ECONOMY MACHINE**



VW Repair Specialist Honda-Nissan-Toyota **American Car Repairs**  40 Washington St. Keyport, NJ

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





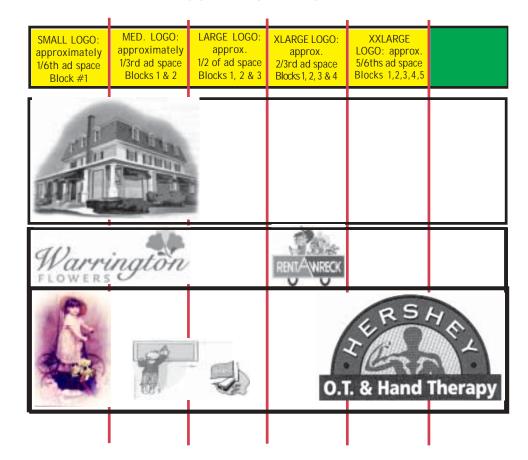


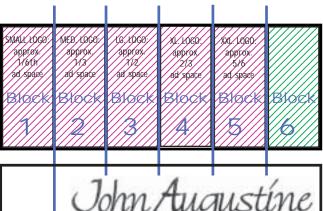
Basic Logo Ad: Med. - \$10 All Other Sizes: Small - \$5

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



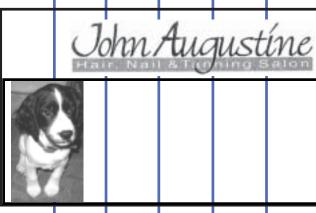
# LOGO SIZING GUIDE SCALE TO AD SIZE





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%).

