

# 2012 We Prints

O B S E R V E R P U B L I S H I N G C O M P A N Y

## 2012 Single Sheet Production

Quantity	1 Color/ 1 Side	1 Color/ 2 Sides	2 Colors/ 1 Side	2 Colors/ 2 Sides	Full-color/ 1 Side	Full-Color/ 2 Sides
5M to 7.9M	\$88.00	\$96.00	\$97.00	\$103.00	\$162.00	\$169.00
8M to 11.9M	\$84.00	\$91.00	\$94.00	\$ 98.00	\$155.00	\$162.00
12M to 14.9M	\$82.00	\$88.00	\$92.00	\$ 95.00	\$150.00	\$158.00
15M to 19.9M	\$81.00	\$86.00	\$91.00	\$ 93.00	\$144.00	\$154.00
20M to 24.9M	\$80.00	\$85.00	\$90.00	\$ 92.00	\$133.00	\$141.00
25M to 29.9M	\$79.00	\$84.00	\$89.00	\$ 91.00	\$121.00	\$129.00
30M to 34.9M	\$78.00	\$82.00	\$88.00	\$ 90.00	\$110.00	\$118.00
35M to 39.9M	\$77.00	\$81.00	\$87.00	\$ 89.00	\$106.00	\$114.00
40M to 49.9M	\$76.00	\$80.00	\$86.00	\$ 87.00	\$100.00	\$108.00
50M to 59.9M	\$75.00	\$79.00	\$84.00	\$ 86.00	\$ 95.00	\$103.00
60M to 69.9M	\$73.00	\$78.00	\$83.00	\$ 85.00	\$ 91.00	\$100.00
70M to 79.9M	\$72.00	\$76.00	\$82.00	\$ 83.00	\$ 88.00	\$ 97.00
80M to 89.9M	\$71.00	\$75.00	\$80.00	\$ 82.00	\$ 86.00	\$ 95.00
90M to 99.9M	\$69.00	\$74.00	\$79.00	\$ 81.00	\$ 84.00	\$ 93.00
100M to 199.9M	\$66.00	\$73.00	\$70.00	\$ 75.00	\$ 82.00	\$ 87.00

## Additional Options

11" Colored Stock	\$ 2.60 cpm
11" Brite Hue Stock	\$ 9.25 cpm
11" White Bristol	\$10.25 cpm
14" White Stock	\$ 2.60 cpm
14" Colored Stock	\$ 5.75 cpm
14" Bright Hue Stock	\$18.00 cpm
14" Coated Stock	\$ 7.25 cpm
14" White Bristol	\$15.50 cpm
Perforations	\$ 7.25 cpm
Tri-Fold	\$ 7.25 cpm
Half-Fold	\$ 7.25 cpm

The *Observer Publishing Co.* offers a simple solution to single sheet flier needs called "**We Prints.**" Prices are all-inclusive including consultation, design, production, printing and distribution. Prices are based on 8 1/2 x 11 inch paper with 70# white coated or 60# white off-set. All prices listed are cost per thousand.

*Extra copy pricing available upon request.*