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# DIGITAL AND OFFSET PRINTING

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POSTCARDS **FLYERS** BOOKLETS  
**MENUS** BUSINESS CARDS **FLYERS**  
SALES SHEETS **DIGITAL** FOLDERS

AUG. 2020

all prices subject to change without notice

## POSTCARDS / RACK CARDS / SALES SHEETS

4" x 6"	WHITE / NATURAL UNCOATED MATTE / SILK COATED <b>80# COVER</b> (218 gsm)		WHITE / NATURAL UNCOATED MATTE / SILK COATED <b>100# COVER</b> (270 gsm)		SOFT WHITE VELLUM MATTE / SILK COATED <b>120# COVER</b> (312 gsm)		WHITE SMOOTH UNCOATED <b>130# COVER</b> (350 gsm)	
	1-SIDE	2-SIDE	1-SIDE	2-SIDE	1-SIDE	2-SIDE	1-SIDE	2-SIDE
QTY: 250-499	0.19	0.22	0.24	0.27	0.29	0.32	0.34	0.37
500-999	0.15	0.18	0.20	0.23	0.24	0.27	0.29	0.32
1,000	0.13	0.16	0.18	0.21	0.21	0.24	0.26	0.29

5" x 7"	WHITE / NATURAL UNCOATED MATTE / SILK COATED <b>80# COVER</b> (218 gsm)		WHITE / NATURAL UNCOATED MATTE / SILK COATED <b>100# COVER</b> (270 gsm)		SOFT WHITE VELLUM MATTE / SILK COATED <b>120# COVER</b> (312 gsm)		WHITE SMOOTH UNCOATED <b>130# COVER</b> (350 gsm)	
	1-SIDE	2-SIDE	1-SIDE	2-SIDE	1-SIDE	2-SIDE	1-SIDE	2-SIDE
250-499	0.24	0.29	0.31	0.36	0.38	0.43	0.45	0.50
500-999	0.19	0.24	0.26	0.31	0.32	0.37	0.39	0.44
1,000	0.16	0.21	0.23	0.28	0.28	0.33	0.35	0.40

8.5" x 11"	WHITE / NATURAL UNCOATED MATTE / SILK COATED <b>80# COVER</b> (218 gsm)		WHITE / NATURAL UNCOATED MATTE / SILK COATED <b>100# COVER</b> (270 gsm)		SOFT WHITE VELLUM MATTE / SILK COATED <b>120# COVER</b> (312 gsm)		WHITE SMOOTH UNCOATED <b>130# COVER</b> (350 gsm)	
	1-SIDE	2-SIDE	1-SIDE	2-SIDE	1-SIDE	2-SIDE	1-SIDE	2-SIDE
250-499	0.42	0.50	0.52	0.60	0.62	0.70	0.72	0.80
500-999	0.36	0.44	0.46	0.54	0.55	0.63	0.65	0.73
1,000	0.32	0.40	0.42	0.50	0.50	0.58	0.60	0.68

11" x 17"	WHITE / NATURAL UNCOATED MATTE / SILK COATED <b>80# COVER</b> (218 gsm)		WHITE / NATURAL UNCOATED MATTE / SILK COATED <b>100# COVER</b> (270 gsm)		SOFT WHITE VELLUM MATTE / SILK COATED <b>120# COVER</b> (312 gsm)		WHITE SMOOTH UNCOATED <b>130# COVER</b> (350 gsm)	
	1-SIDE	2-SIDE	1-SIDE	2-SIDE	1-SIDE	2-SIDE	1-SIDE	2-SIDE
250-499	0.74	0.85	0.88	0.99	1.02	1.13	1.16	1.27
500-999	0.67	0.78	0.81	0.92	0.94	1.05	1.08	1.19
1,000	0.62	0.73	0.76	0.87	0.88	0.99	1.02	1.13

call for 1,000+

## BROCHURES / FLYERS

8.5" x 11"	WHITE UNCOATED MATTE / SILK COATED <b>70# TEXT</b> (105 gsm)		WHITE UNCOATED MATTE / SILK COATED <b>80# TEXT</b> (115 gsm)		WHITE UNCOATED MATTE / SILK COATED <b>100# TEXT</b> (150 gsm)		WHITE OR NATURAL MATTE / SILK COATED <b>80# COVER</b> (218 gsm)		WHITE OR NATURAL MATTE / SILK COATED <b>100# COVER</b> (270 gsm)	
	1-SIDE	2-SIDE	1-SIDE	2-SIDE	1-SIDE	2-SIDE	1-SIDE	2-SIDE	1-SIDE	2-SIDE
QTY: 250-499	0.32	0.37	0.39	0.44	0.46	0.51	0.42	0.50	0.52	0.60
500-999	0.28	0.33	0.35	0.40	0.42	0.47	0.36	0.44	0.46	0.54
1,000	0.25	0.30	0.32	0.37	0.39	0.44	0.32	0.40	0.42	0.50

11" x 17"	WHITE UNCOATED MATTE / SILK COATED <b>70# TEXT</b> (105 gsm)		WHITE UNCOATED MATTE / SILK COATED <b>80# TEXT</b> (115 gsm)		WHITE UNCOATED MATTE / SILK COATED <b>100# TEXT</b> (150 gsm)		WHITE OR NATURAL MATTE / SILK COATED <b>80# COVER</b> (218 gsm)		WHITE OR NATURAL MATTE / SILK COATED <b>100# COVER</b> (270 gsm)	
	1-SIDE	2-SIDE	1-SIDE	2-SIDE	1-SIDE	2-SIDE	1-SIDE	2-SIDE	1-SIDE	2-SIDE
250-499	0.57	0.64	0.66	0.73	0.75	0.82	0.74	0.85	0.88	0.99
500-999	0.51	0.58	0.60	0.67	0.69	0.76	0.67	0.78	0.81	0.92
1,000	0.47	0.54	0.56	0.63	0.65	0.72	0.62	0.73	0.76	0.87

call for 1,000+

### AVAILABLE OPTIONS

- custom sizes up to 13" x 19"
- custom paper stocks
- round corners
- folding/scoring
- foil stamping and diecutting
- flush mounting (double/triple thick)

### PRODUCTION TIMES

- 1-2 day standard production time  
*(allow extra time for additional finishing)*
- rush and same day available

## BUSINESS CARDS

3.5" x 2"	16pt MATTE COATED or UV GLOSS (350 gsm)		14pt UNCOATED (312 gsm)	
	4-COLOR 1-SIDE	4-COLOR 2-SIDES	4-COLOR 1-SIDE	4-COLOR 2-SIDES
QTY: 250	18.00 (7.2¢ ea.)	20.00 (8¢ ea.)	25.00 (10¢ ea.)	30.00 (12¢ ea.)
500	22.00 (4.4¢ ea.)	25.00 (5¢ ea.)	30.00 (6¢ ea.)	35.00 (7¢ ea.)
1,000	37.00 (3.7¢ ea.)	40.00 (4¢ ea.)	35.00 (3.5¢ ea.)	40.00 (4¢ ea.)
2,500	60.00 (2.4¢ ea.)	65.00 (2.6¢ ea.)	70.00 (3¢ ea.)	75.00 (3¢ ea.)

## POSTCARDS

4" x 6"	16pt MATTE COATED or UV GLOSS (350 gsm)		14pt UNCOATED (312 gsm)	
	4-COLOR 1-SIDE	4-COLOR 2-SIDES	4-COLOR 1-SIDE	4-COLOR 2-SIDES
QTY: 250	35.00 (14¢ ea.)	40.00 (16¢ ea.)	55.00 (22¢ ea.)	65.00 (26¢ ea.)
500	50.00 (10¢ ea.)	55.00 (11¢ ea.)	60.00 (12¢ ea.)	70.00 (14¢ ea.)
1,000	55.00 (5.5¢ ea.)	60.00 (6¢ ea.)	70.00 (7¢ ea.)	80.00 (8¢ ea.)
2,500	115.00 (4.6¢ ea.)	125.00 (5¢ ea.)	140.00 (5.6¢ ea.)	160.00 (6.4¢ ea.)
5,000	170.00 (3.4¢ ea.)	188.00 (3.7¢ ea.)	195.00 (3.9¢ ea.)	215.00 (4.3¢ ea.)

### 5" x 7"

QTY: 250	50.00 (20¢ ea.)	70.00 (28¢ ea.)	70.00 (28¢ ea.)	100.00 (40¢ ea.)
500	85.00 (17¢ ea.)	105.00 (21¢ ea.)	85.00 (17¢ ea.)	110.00 (22¢ ea.)
1,000	100.00 (10¢ ea.)	120.00 (12¢ ea.)	105.00 (10.5¢ ea.)	130.00 (13¢ ea.)
2,500	170.00 (6.8¢ ea.)	190.00 (7.6¢ ea.)	195.00 (7.8¢ ea.)	215.00 (8.6¢ ea.)
5,000	255.00 (5.1¢ ea.)	305.00 (6.1¢ ea.)	280.00 (5.6¢ ea.)	330.00 (6.6¢ ea.)

### 6" x 9"

QTY: 250	80.00 (32¢ ea.)	110.00 (44¢ ea.)	95.00 (38¢ ea.)	145.00 (58¢ ea.)
500	110.00 (22¢ ea.)	140.00 (28¢ ea.)	130.00 (26¢ ea.)	160.00 (32¢ ea.)
1,000	150.00 (15¢ ea.)	175.00 (17.5¢ ea.)	175.00 (17.5¢ ea.)	205.00 (20.5¢ ea.)
2,500	250.00 (10¢ ea.)	285.00 (11.4¢ ea.)	290.00 (11.6¢ ea.)	330.00 (13.2¢ ea.)
5,000	385.00 (7.7¢ ea.)	470.00 (9.4¢ ea.)	400.00 (8¢ ea.)	475.00 (9.5¢ ea.)

#### AVAILABLE OPTIONS

- spot UV
- silk laminated
- round corners
- standard sizes from 1.5" x 3.5" - 7" x 2" for business cards, 2" x 4" - 8.5" x 7.5" for postcards
- custom sizes
- fold over cards
- oval shape
- 100# Cover Linen finish
- 18pt C1S (Coated One Side)
- 20pt clear, frosted and white plastic business cards
- 32pt double thick with painted edge business cards (16 colors to choose from)
- for larger quantities please call 212-239-0500 or email [info@studioindustria.com](mailto:info@studioindustria.com)

#### PRODUCTION TIMES

- 3-4 days standard production time. Satin finish requires additional production time.
- rush available on selected items for an additional cost
- see production and shipping terms and conditions for important schedule and deadline information

**11:00 AM DEADLINE for standard production**

**9:00 AM for rush production (all times: eastern time)**

**IMPORTANT: stated deadlines are to upload approved, press ready files. Please allow time for proofing and approvals.**

# SALES SHEETS / FLYERS

5.5" x 8.5" TEXT WEIGHT	80# GLOSS TEXT		70# TEXT UNCOATED		+ FOLDING
	4-COLOR 1-SIDE	4-COLOR 2-SIDES	4-COLOR 1-SIDE	4-COLOR 2-SIDES	
500	95.00 (19¢ ea.)	115.00 (23¢ ea.)	100.00 (20¢ ea.)	120.00 (24¢ ea.)	30.00
1,000	100.00 (10¢ ea.)	120.00 (12¢ ea.)	120.00 (12¢ ea.)	140.00 (14¢ ea.)	35.00
2,500	125.00 (5¢ ea.)	145.00 (5.8¢ ea.)	140.00 (5.6¢ ea.)	160.00 (6.4¢ ea.)	50.00
5,000	175.00 (3.5¢ ea.)	195.00 (3.9¢ ea.)	200.00 (4¢ ea.)	225.00 (4.5¢ ea.)	95.00

8.5" x 11" TEXT WEIGHT	80# GLOSS TEXT		70# TEXT UNCOATED		+ FOLDING
	4-COLOR 1-SIDE	4-COLOR 2-SIDES	4-COLOR 1-SIDE	4-COLOR 2-SIDES	
500	130.00 (26¢ ea.)	155.00 (31¢ ea.)	140.00 (28¢ ea.)	165.00 (33¢ ea.)	30.00
1,000	135.00(13.5¢ ea.)	160.00 (16¢ ea.)	160.00 (16¢ ea.)	185.00(18.5¢ ea.)	35.00
2,500	220.00 (8.8¢ ea.)	245.00 (9.8¢ ea.)	245.00 (9.8¢ ea.)	270.00(10.8¢ ea.)	50.00
5,000	310.00 (6.2¢ ea.)	335.00 (6.7¢ ea.)	325.00 (6.5¢ ea.)	350.00 (7¢ ea.)	95.00

11" x 17" TEXT WEIGHT	80# GLOSS TEXT		70# TEXT UNCOATED		+ FOLDING
	4-COLOR 1-SIDE	4-COLOR 2-SIDES	4-COLOR 1-SIDE	4-COLOR 2-SIDES	
500	345.00 (69¢ ea.)	380.00 (76¢ ea.)	370.00 (74¢ ea.)	425.00 (85¢ ea.)	40.00
1,000	385.00 (38.5¢ ea.)	420.00 (42¢ ea.)	410.00 (41¢ ea.)	470.00 (47¢ ea.)	45.00
2,500	560.00(22.4¢ ea.)	595.00(23.8¢ ea.)	530.00(21.2¢ ea.)	615.00(24.6¢ ea.)	60.00
5,000	775.00(15.5¢ ea.)	810.00(16.2¢ ea.)	665.00(13.3¢ ea.)	775.00(15.5¢ ea.)	105.00

**COATED PAPER**  
80# Text with aqueous coating, 100# Text avail.  
UV gloss and satin finishes available)

**UNCOATED PAPER**  
70# Text smooth finish  
linen finish available

**FOLDING**  
half-fold, tri-fold,  
custom available

8.5" x 11" COVER WEIGHT	14PT / 16pt MATTE or UV GLOSS		14pt UNCOATED		+ SCORING
	4-COLOR 1-SIDE	4-COLOR 2-SIDES	4-COLOR 1-SIDE	4-COLOR 2-SIDES	
500	205.00 (41¢ ea.)	245.00 (49¢ ea.)	210.00 (42¢ ea.)	260.00 (52¢ ea.)	40.00
1,000	240.00 (23¢ ea.)	280.00 (28¢ ea.)	295.00(29.5¢ ea.)	335.00(33.5¢ ea.)	45.00
2,500	415.00(16.6¢ ea.)	475.00 (19¢ ea.)	545.00(21.8¢ ea.)	635.00(25.4¢ ea.)	60.00
5,000	675.00(13.5¢ ea.)	795.00(15.9¢ ea.)	710.00(14.2¢ ea.)	835.00(16.7¢ ea.)	105.00

**COATED PAPER**  
standard matte or UV gloss  
gloss, silk laminated, spot UV available)

**UNCOATED PAPER**  
14pt smooth finish

**SCORING**  
**14 PT ONLY**  
score in half  
custom available

**AVAILABLE OPTIONS**

- scoring and folding
- laminating (gloss, silk)
- spot UV on coated papers
- round corners
- standard sizes from 4" x 6" - 17" x 22"
- custom sizes available
- for larger quantities please call 212-239-0500 or email: info? studioindustria.com

**PRODUCTION TIMES**

- 3-4 days standard production time. Satin finish requires additional production time.
- Rush available on selected items for an additional cost
- See production and shipping terms and conditions for important schedule and deadline information.

**11:00 AM DEADLINE for standard production**

**9:00 AM for rush production (all times: eastern time)**

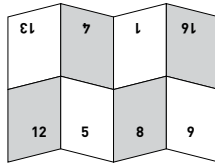
**IMPORTANT: stated deadlines are to upload approved, press ready files. Please allow time for proofing and approvals.**

# FILE SUBMISSION GUIDELINES

**PLEASE REVIEW YOUR DOCUMENT BEFORE YOU SEND IT TO US FOR PRINT** - We've prepared these guidelines to help ensure the printing process goes as smoothly as possible. In many cases, we can help if you require assistance with preparing your files for print. However, we encourage you to pay particular attention to the following guidelines to avoid print problems, additional charges, and processing delays.

**FILE FORMAT** - Export your document as a **Press Quality PDF**. Remember to select "Use Document Bleed Settings". **DO NOT** include any trim marks, registration marks, color bars, etc. We'll add them when we prepare your file for print. It is always helpful to include the layout file (InDesign, Illustrator, etc.) plus all fonts and linked images) We are happy to create a press ready PDF proof for your review prior to printing.

**IMPOSITION** - Supply your print job on individual pages. Our imposition software will take it from there.



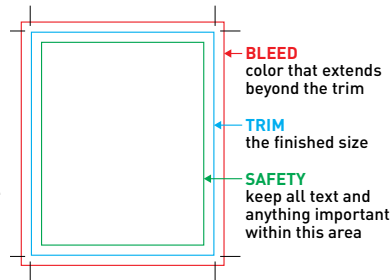
**RESOLUTION** - Logos should be vector art. Images should have a minimum of 300dpi for postcards, flyers, brochures etc., 150dpi resolution for posters, signs, etc.

**SUPPORT FILES** - It is advisable to include the layout file (InDesign, Illustrator, etc.) plus all fonts and linked images). Use linked images, do not embed images.

**SIZE** - Design your print file in its intended finished size. Files will be printed in the size they are ordered, so it is necessary that your print files be created for the final trim size.

**TRIM, BLEED & SAFETY** - The **TRIM SIZE** is the final size of your printed piece. Include a **BLEED AREA** of 1/16" (0.0625") in your document that will be trimmed off during the finishing process. Allow a **SAFE AREA** of at least 1/8" (0.125") on all sides in your design to contain all text and important graphics.

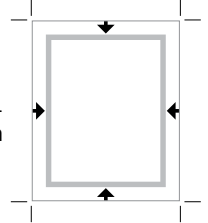
**Note:** Our cutting process is very precise. However, the bleed and safety are important considerations that will ensure your finished material turns out well. We cannot guarantee any print jobs that do not follow the specified bleed and safety.



**COLORS** - Files should be saved in CMYK format. Using Pantone or RGB or LAB colors may result in undesirable results. Pantone colors are useful for offset printing as a spot color and can be helpful when printing digitally. Keep in mind that there may be a noticeable color shift in the printed design when converted to CMYK when printing digitally.

**Color proof:** when color matching is a concern, please let us know ahead of time and we can help you plan for the best results. PDF proofs are not suitable for color matching, only for content verification.

**BORDERS** - When you use a border in your design, we recommend having the border at least 1/4" (0.25") from all sides. During the cutting process, even the slightest paper shift may result in undesirable results.



**SOLID BLACK** - Large solid black areas should be composed as a combination of C 60%, M 40%, Y 40%, and K 100%. If a large area is set just 100% black it may appear as a dark gray in the printed piece. Keep in mind that many layout applications set 100% black to automatically overprint which may result in undesirable results.

**PRE FLIGHT** - All files are reviewed prior to printing. If we see a problem we will notify you and make recommendations to fix any problems. This service is free of charge.

**WE CAN DO IT FOR YOU** - If you do need us to take your near ready files and make them press ready we can do so at an affordable rate. Basic one-side documents are \$25, two-side documents are \$35. Complex and multi-page documents will be quoted. Just send us the layout file plus all linked graphics, fonts etc. We will provide you with a high res PDF for your review prior to printing.

**NOTE:** Pre flight and file prep service does NOT include proofreading. If you require this service just ask.

## DO MY FILES NEED TO BE PRINT READY?

Yes. If you are looking for more information about how to prepare your files please refer to file submission guidelines on the previous page.

If you need our assistance to prepare your file we can do so quickly at a very affordable price.

## IS MY ARTWORK GOING TO BE CHECKED BEFORE PRINT?

Yes. At Studio Industria all files are checked to make sure they are fit for print. If we see a problem we will let you know right away and offer to fix it.

**NOTE:** we do not proofread files. This service is available for an additional cost.

## WHAT TYPES OF PAPERS DO YOU OFFER?

All of them! When it comes to papers we source the far flung to the everyday. But to keep things moving quickly, we offer a standard selection that are suited for most projects. If your project requires a special paper to make it stand out from the rest, then give us a call. You can order from an extensive library of domestic and imported papers. Papers are categorized by type, color and weight.

**UNCOATED** - Think of the type of paper used for an office copier/printer but the highest grade. The surface can be smooth or have a slight "tooth" such as a vellum or eggshell finish. It has a nice tactile finish and is used extensively in the hospitality industry for its soft and luxurious feel and look. Colors tend to be slightly muted on an uncoated paper when compared to its coated counterpart. Uncoated papers are perfect for letterheads, flyers, stationery postcards and especially anything that needs to be written on.

**GLOSS COATED** - Think of what you would see in a magazine, has a very smooth surface. The coating allows the ink to sit on top of the paper with little absorption allowing for superior color reproduction and sharpness.

**SILK COATED** - Also referred to as matte coated. Like gloss, the coating allows the ink to sit on top of the paper with little absorption allowing for superior color reproduction but with a softer, luxe look and feel.

**SPECIALTY PAPERS** - We offer a wide variety of specialty paper such as textured paper for letterpress printing, metallic and pearlized papers, recycled and kraft papers, vibrant color papers, carbonless, and board - the list is endless.

**PAPER WEIGHTS** - In the US, paper weights are categorized primarily by text and cover weights. Text weights range from very light weight "office" paper to substantial heavy stationery. Cover weights - think of card stock. Other systems in the US are used but let's not dive down that rabbit hole at the moment. The metric system uses GSM (Grams per Square Meter) which is a popular way to specify paper weights. See our paper chart on the last page to compare weights.

**PAPER COLOR** - Most common printing papers come in several shades of white including natural white which has a slight cream/yellow tint. There are colors galore with more on the market each day.

**PAPER FINISH** - Uncoated papers come in a several finishes from smooth to super smooth to eggshell, vellum, and a variety of textures. Coated papers are available in gloss, semi-gloss, supercalendered gloss with a near mirror finish and silk (matte)

**PAPER COATING AND LAMINATION** - Coated papers can be finished with a flood or spot gloss or matte UV coating (which is cured using ultra violet lights). The UV gloss has a mirror finish. An interesting effect is to match a paper finish with a contrasting UV coating. This is especially drastic effect on dark backgrounds. A recently available option is raised spot UV. A drastic depth and texture of the spot UV can be achieved by a digital process. We have some incredible samples that we would love to share with you.

Any paper can be laminated with a gloss, matte or soft touch lamination available in several weights, laminated one or two-side.

## WHAT DO YOU PRINT?

We are full color printing specialists. Some of the products we print are: Promotional Brochures, Flyers, Menus, Postcards, Tickets, Business Cards, Posters, Booklets, Rack Cards, Tri-Folds and More.

The bottom line is: if it is on paper and it has ink on it, we can print it.

## HOW DO I PRINT WITH A BORDER?

With all designed materials we recommend you leave 1/4" (0.25") from all surrounding edges of your printed piece. If you leave less than 1/4" (0.25), the borders may appear unequal from top to bottom and from side to side due to tolerances in printing and trimming. This is a print industry standard.

## WHAT IS A BLEED?

The printing term "bleed" refers to extra area beyond the edge of your document that is trimmed off to ensure images and color extend to the edge of the sheet. In simple terms - your background should extend 1/16" (0.0625") beyond the trim. Bleed is not required unless any images and color tints extend to the edge (trim) of your document.

## WHAT TYPE OF FILES DO YOU ACCEPT?

Press ready PDF files are preferred. We are happy to prepare your files for print for an additional cost. We accept most graphic file formats. All files should have a resolution of 300dpi and have embedded or outlined fonts. We do not accept files from Microsoft Office applications such as Word, Excel or PowerPoint; Apple Pages and Keynote; Google Docs, etc. because these programs do not provide an output option for high resolution printing. If you are unsure about your file format, give us a call and we'll help.

## DO YOU GUARANTEE COLORS?

For digital printing, a sample print can be requested.

Offset printing prices are quoted for Combo Run printing where several jobs are printed together on a large sheet of paper. This allows us to offer quality printing at substantially discounted prices. One major limitation of Combo Run printing is that we are unable to have precise color control of every job. We strive for overall color balance of all jobs for the entire run. This does not mean your colors will be drastically different from what you see on screen, the industry standard practice is to provide a overall "pleasing color".

NOTE: Due to the limitations with the Combo Run printing process, accuracy of color reproduction is not guaranteed.

If your job is color critical, let us know and we can provide an estimate for custom printing. For CMYK offset printing we will provide a color accurate proof which our pressman will match. Pantone spot colors must be run as a custom job.

## WHAT ARE YOUR PRODUCTION TIMES?

We offer same day digital, 1-day, 2-day and 4-day turnaround options for most items. Production times for most items may be found on our price list. Please keep in mind that turnaround affects pricing so you can save a lot of money if you have time to wait for your job.

**NOTE: Production times begin once we receive payment and all proofs are approved. Always allow for shipping time.**

## ARE PRODUCTION TIMES GUARANTEED?

We do our best to deliver your job in the most timely manner with an incredible on time record. There is a rare chance that there may be a delay due to equipment problems, or other factors. If your "in-hand" date is critical please let us know at time of ordering and we will help you plan accordingly. Some specialty items are printed out of state and shipping times need to be factored into the scheduled delivery date.

Please keep in mind that shipping time is in addition to production schedules.

## CAN I COMBINE QUANTITIES?

We are able to combine quantities for digital printing and custom offset printing. For economy offset printing each quantity ordered is for one set of artwork. Because of the setup costs involved, we are unable to break up orders under the amount that they are ordered. We have structured our pricing based on what it costs to print that many sheets of one piece. Of course if we can see a more economical way to produce your order we will certainly suggest it.

## WHERE ARE YOU LOCATED?

We are located in Long Island City just a few minutes away from Midtown Manhattan:  
4301 22nd Street, Suite 502  
Long Island City, NY 11101  
Phone: 212-239-0500

## WHAT SPECIALTY SERVICES DO YOU PROVIDE?

We provide a multitude of bindery and finishing services.

- folding
- scoring
- perforations
- Pantone spot colors
- binding (saddle stitch, wire, perfect binding)
- gluing
- custom die-cut
- rounded corners
- UV coating (spot and flood)
- satin and standard aqueous coating

If you have a special request, just give us a call and we'll do our best to accommodate your needs.

## WHAT IF THE SIZE I WANT PRINTED IS NOT LISTED?

Custom sizes are available, just ask.

## CAN I CANCEL MY ORDER?

If the order has not been processed, there is no fee for cancellation. If an order is canceled after we have pre-flighted your files for print, but has not been entered into production, a \$40 fee will be charged regardless of the size of your order. If special papers or other materials have been ordered, that portion of the job is not refundable.

Economy offset production begins as soon as we receive approval to print. We are unable to make any changes to artwork, or specifications such as paper or quantity once the job has entered production. Because all of our work is custom printed to order, all sales are final.

If you need to cancel an order you have placed, you must call and speak to a Studio Industria representative to avoid ANY costs other than the above processing fees. An Email or Text Message, DOES NOT constitute cancellation under any conditions.

## WHAT ABOUT CUSTOM ORDERS?

Let us know your printing needs and one of our print experts will quickly get back to you. Don't worry if you don't know all the details for your project. Give us the details you have and we'll help you and plan the rest. We're here to guide you through your printing project from start to finish. It is helpful if you have an image or sample of your project so we can provide the most accurate estimate.

## OTHER ITEMS

**OVERRUNS AND UNDERRUNS** - Studio Industria will normally deliver the exact quantity of goods ordered plus a small additional amount. There is no extra charge for the additional amount excluding coasters and certain promotional items. This extra amount is normally to compensate for the industry standard variable consistency in production. The generally accepted trade practice is plus or minus 10%. In the event of an underrun, Studio Industria will invoice for the actual quantity delivered.

**PAYMENT TERMS** - Production begins once we receive payment and an approved proof. Credit terms can be arranged for clients that place orders on a regular basis. If you are interested, please contact us for a credit application.

## PAPER WEIGHT COMPARISON CHART

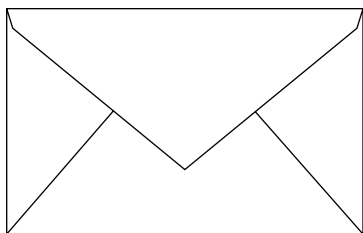
TEXT	GSM	NOTES
60#	90	light weight letterhead paper, same weight as regular office copy paper
70#	105	medium weight letterhead paper, same weight as premium office copy paper
80#	115	heavy weight letterhead paper that provides a substantial feel
100#	145	extra weight letterhead paper, too heavy for most applications

COVER	GSM	NOTES
65#	176	light weight card stock, similar weight to an index card
80#	218	medium weight card stock, slightly heavier than an index card
100#	270	medium/heavy weight card stock, good for postcards
110#	305	heavy weight card stock, good for postcards
120#	312	heavy weight card stock, good for postcards
130#	352	extra heavy weight card stock, good for business cards, heaviest weight for digital press
160#	436	super heavy weight card stock, thick business cards, limited for digital press
165#	450	super heavy weight card stock, thick business cards, heaviest weight for offset press
220#	610	double heavy weight for letterpress, not used for digital or offset printing

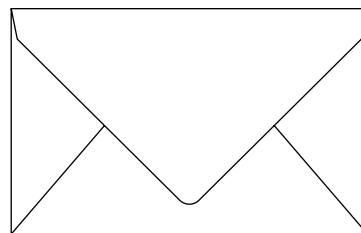
## COMMON ENVELOPE SIZES

ANNOUNCEMENT	ENVELOPE SIZE	INSERT SIZE
4-bar	5.125" x 3.625"	4.875" x 3.5" (folded card is 7" x 4.875" flat size)
A-2	5.75" x 4.375"	5.5" x 4.25" (folded card is 8.5" x 5.5" flat size)
A-6	6.5" x 4.75"	6.25" x 4.5" (folded card is 9" x 6.25" flat size)
A-7	7.25" x 5.25"	7" x 5" (folded card is 10" x 7" flat size)
A-8	8.125" x 5.5"	7.875" x 5.25" (folded card is 10.5" x 7.875" flat size)
A-9	8.75" x 5.75"	8.5" x 5.5" (folded card is 11" x 8.5" flat size)
A-10	9.5" x 6"	9.25" x 5.75" (folded card is 11.5" x 9.25" flat size)
#10	9.5" x 4.125"	US Letter (8.5" x 11" folded in thirds)

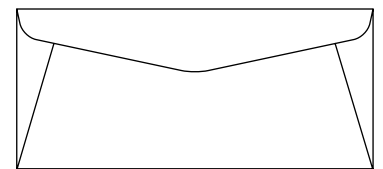
## ENVELOPE FLAP STYLES



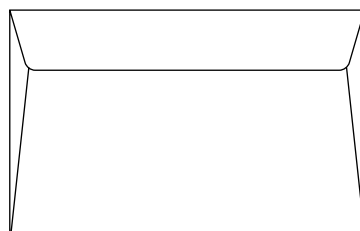
Baronial Pointed Flap



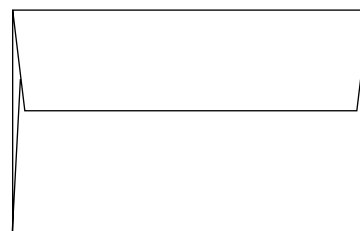
Euro Flap



Commercial Flap



Straight Flap



Square Flap



## RIGHT TO REFUSE

Studio Industria reserves the right to use its sole discretion in refusing to print anything it deems improper or known to be illegal. We are not liable for any damages resulting from unwitting violation of copyright laws or illegal use of trade names or slogans. The client guarantees the legal title of all matter submitted to Studio Industria for printing and/or publication.

## LIABILITY

Studio Industria's liability shall be limited to the stated selling price to the customer of any defective goods, and shall in no event include special, consequential, incidental, indirect or similar damages, including without limitation, lost profits. Studio Industria warrants that every product manufactured by it meets industry standard for such product and is free of any material defect in workmanship. IT IS EXPRESSLY AGREED THAT THIS WARRANTY IS IN LIEU OF ALL WARRANTIES OF FITNESS FOR PARTICULAR USE AND MERCHANTABILITY. Studio Industria makes no other warranty and no actions or words of Studio Industria or its officers, employees or agents shall constitute a warranty.

## INDEMNIFICATION

The customer represents that it has the legal right to produce all printed materials ordered from Studio Industria. In the event that a charge, claim or demand, or arbitration, action or proceeding (collectively, a "Claim") is made or commenced against Studio Industria based upon, relating to or arising from the alleged wrongful acts of the customers, or alleging that the printing performed or product produced by Studio Industria ordered by the customer: (a.) infringes any copyright, patent or other proprietary right of any person; or (b.) contains matter that is libelous, slanderous, defamatory, scandalous or obscene, the customer shall indemnify and hold Studio Industria harmless from and against any loss, damages, cost and expense arising from or related to the Claim including without limitation; (1.) defending Studio Industria against any such Claim (2.) paying any judgment or award against the customer; and (3.) reimbursing Studio Industria for any legal fees and expenses it reasonably incurs in responding.

## WORKMANSHIP GUARANTEE

We guarantee all orders to be free of defects in workmanship. If any order does not match the generally accepted trade/industry standards, we will reprint the order when available.

## SHIPPING AND DELIVERY

Charges for delivery/shipping of printing and supplies from Studio Industria are not included in quotations unless specified. Because shipping carriers are beyond our control, Studio Industria is not responsible for delays and/or damage incurred during shipping.

Studio Industria nor our shipping carriers are liable for any weather related delays as this would be beyond our control. Title for finished work passes to the customer upon delivery to the carrier at shipping point. Standard shipments are insured for the invoiced amount.

## CLAIMS

Claims for defects, damages, or shortages must be made by the client in writing no later than 5 calendar days after delivery. If no such claim is made, Studio Industria and the client will understand that the job has been accepted. By accepting the job, the client acknowledges that Studio Industria's performance has fully satisfied all terms, conditions and specifications. For legal purposes, the venue for any dispute shall be Queens, New York.

## CHANGES TO OUR POLICY

Studio Industria may change, modify, add or remove portions of this policy at any time, and any changes will become effective immediately upon being posted unless we tell you otherwise. This policy was last changed November 18, 2019.