



Phone: 413-298-3999



## Berkshire Brochure Print Program Advantage

### SAVE UP TO 25% PRINTING YOUR NEXT BROCHURE

Now you can get your brochure printed for less than you imagined – up to 25% off the lowest price you’ve been able to find on your own. This includes full color, two sided printing on high quality paper stock. All you have to do is call *Berkshire Brochure*; we coordinate the printing of multiple brochures ensuring that our clients qualify for large volume discounts far below market value.

### LONGEVITY, TECHNOLOGY AND QUALITY

We’ve teamed up with Nittany Valley Offset (NVO), a premier provider of direct marketing, promotional, and specialty printing services. NVO is an offset facility specializing in commercial and multi-color printing and binding, and has been in business over fifty years. Together, we offer reduced printing costs to *Berkshire Brochure* clients who need quantities varying from 25,000 to 250,000+ of high-quality brochures at the best possible prices.

### THE RIGHT FIT FOR ANY BUSINESS

With *Berkshire Brochure’s* Gang Run Print Program, your brochures can be printed together in a group format which allows infrequent and small runs to qualify for volume discounts as well. Now you can afford that full-color brochure you want, and you’re assured of unsurpassed quality and service.

### SIMPLE AND CONVENIENT

By using *Berkshire Brochure*, you don’t have to shop around and get several different quotes every time you want to reprint your brochure. You can finally maximize your printing dollars and enjoy a one-stop shopping convenience that’s simple, saves money, and ensures that your brochures are done right the first time, every time. Whether you choose to participate in one of our Gang Runs or to have us print your brochure individually, *Berkshire Brochure* is able to offer the best price for the best job. Either way, you win. That’s the *Berkshire Brochure* Print Program advantage.

If you do not already have a brochure, our graphic designers can create one for you as well.

***Berkshire Brochure Display***  
PO BOX 403 STOCKBRIDGE, MA 01262

# Berkshire Brochure

## Targeted Brochure Distribution

### Berkshire Brochure 2010 Print Matrix - Northern CT, RI, MA, ME, NH, VT, NY State Region

#### BROCHURES 4 x 9 FOLDED

Paper Stock : 70# & 80# Gloss Text, White      Artwork : Disk Supplied      Bleeds : Yes      Packaging : Bulk in Cartons  
 Proofs : High Resolution Color Proof & Blueline      Inks : 4C Process, 4/4      Bindery : Fold to 4 X 9      Delivery : Per Specified Location

#### 70# Gloss Text, White

Quantity	12,500	15,000	25,000	50,000	75,000	100,000	125,000	150,000	175,000	200,000	250,000	300,000	400,000
Two Panel (8 x 9 flat)	\$1,148	\$1,230	\$1,480	\$2,068	\$2,570	\$3,128	\$3,620	\$4,106	\$4,553	\$5,076	\$5,914	\$6,853	\$8,557
Three Panel (12 x 9 flat)	\$1,259	\$1,384	\$1,716	\$2,464	\$3,167	\$3,860	\$4,485	\$5,184	\$5,775	\$6,463	\$7,601	\$8,857	\$11,153
Four Panel (16 x 9 flat)	\$1,391	\$1,546	\$1,980	\$2,969	\$3,890	\$4,819	\$5,686	\$6,612	\$7,423	\$8,286	\$9,803	\$11,461	
Five Panel (20 x 9 flat)	\$1,499	\$1,648	\$2,173	\$3,334	\$4,368	\$5,508	\$6,510	\$7,620	\$8,475	\$9,537	\$11,333	\$13,290	
Six Panel (12 x 18 flat)	\$1,594	\$1,759	\$2,371	\$3,732	\$4,948	\$6,254	\$7,444	\$8,632	\$9,723	\$10,893	\$12,976	\$15,298	

#### 80# Gloss Text, White

Quantity	12,500	15,000	25,000	50,000	75,000	100,000	125,000	150,000	175,000	200,000	250,000	300,000	400,000
Two Panel (8 x 9 flat)	\$1,226	\$1,330	\$1,627	\$2,183	\$2,716	\$3,434	\$4,022	\$4,538	\$4,835	\$5,376	\$6,283	\$7,017	\$8,774
Three Panel (12 x 9 flat)	\$1,351	\$1,495	\$1,898	\$2,584	\$3,341	\$4,089	\$4,763	\$5,516	\$6,163	\$6,898	\$8,133	\$9,498	\$11,987
Four Panel (16 x 9 flat)	\$1,546	\$1,735	\$2,094	\$3,172	\$4,185	\$5,299	\$6,222	\$7,306	\$8,083	\$9,036	\$10,721	\$12,560	
Five Panel (20 x 9 flat)	\$1,666	\$1,850	\$2,231	\$3,436	\$4,509	\$5,691	\$6,730	\$7,886	\$8,779	\$9,882	\$11,750	\$13,787	
Six Panel (12 x 18 flat)	\$1,783	\$1,991	\$2,508	\$4,082	\$5,396	\$6,865	\$7,970	\$9,304	\$10,446	\$11,715	\$13,975	\$16,494	

#### \*GANG RUN BROCHURES

Paper Stock : 80# Gloss Text, White      Artwork : Disk Supplied      Bleeds : Yes      Packaging : Bulk in Cartons  
 Proofs : InSite OnLine Proof      Inks : 4C Process, 4/4      Bindery : Fold to 4 x 9      Delivery : Per Specified Location

Quantity	12,500	25,000	50,000	75,000	100,000	125,000	150,000	175,000	200,000	250,000
Two Panel (8 x 9 flat)	\$776	\$1,103	\$1,764	\$2,280	\$2,876	\$3,453	\$3,950	\$4,431	\$4,902	\$5,868
Three Panel (12 x 9 flat)	\$883	\$1,380	\$2,145	\$2,722	\$3,436	\$4,117	\$4,803	\$5,590	\$6,220	\$7,588
Four Panel (16 x 9 flat)	\$1,044	\$1,597	\$2,769	\$3,842	\$4,806	\$5,848	\$6,853			
Six Panel (12 x 18 flat)	\$1,260	\$2,013	\$3,593	\$4,974	\$6,468					

#### RACK CARDS 4 x 9

Cover / Stock : 10pt C2S Cover, White  
 Proofs : High Resolution Color Proof & Blueline  
 Artwork : Disk Supplied  
 Inks : 4C Process, 4/4  
 Bleeds : Yes  
 Bindery : Trim to Size  
 Packaging : Bulk in Cartons  
 Delivery : Per Specified Location

Quantity	6,250	12,500	25,000	50,000	75,000	100,000	125,000
	\$956	\$1,174	\$1,403	\$2,220	\$2,916	\$3,448	\$3,903
	150,000	175,000	200,000	250,000	300,000	400,000	500,000
	\$4,533	\$5,021	\$5,446	\$6,395	\$7,216	\$8,978	\$10,978

#### \*GANG RUN RACK CARDS 4 x 9

Paper Stock : 10pt NVO C2S Cover, White  
 Proofs : High Resolution Color Proof & Blueline  
 Artwork : Disk Supplied  
 Inks : 4C Process, 4/4  
 Bleeds : Yes  
 Bindery : Trim to Size  
 Packaging : Bulk in Cartons  
 Delivery : Per Specified Location

Quantity	6,250	12,500	25,000	50,000	75,000	
	\$555	\$781	\$1,077	\$1,726	\$2,357	
	100,000	125,000	150,000	175,000	200,000	250,000
	\$3,015	\$3,575	\$4,072	\$4,424	\$4,718	\$5,706

\*Gang Runs are scheduled on a monthly basis. Please see your Sales Rep for specific information.