

# SCHOOL CUSTOMIZED MARKETING CATALOG

## Instruction Sheet

## Yearbook Sales

Posters

Yearbook Cover Posters

Flyers

Postcards

Yearbook Order Cards

Vertical Vinyl Banners

Customized Marketing Packages

Gold

Silver

Bronze

Take Home Pocket Envelope

Cultural Marketing

Flyer

Postcard

Vertical Vinyl Banner

Parent Email Program (PEP)

Ad Sales

Postcards

Flyers

Brochures

Price List

QUESTIONS? CONTACT US:

[schoolmarketing@walsworth.com](mailto:schoolmarketing@walsworth.com)

## POSTERS - 12.5 X 20.5"

Four-color one-sided

<b>20</b>	<b>50</b>	<b>100</b>
\$40	\$71	\$122

## FLYERS - 8½ X 11"

Four-color one-sided

<b>100</b>	<b>250</b>	<b>500</b>	<b>1000</b>	<b>2500</b>
\$12	\$30	\$60	\$120	\$300

Four-color two-sided

<b>100</b>	<b>250</b>	<b>500</b>	<b>1000</b>	<b>2500</b>
\$24	\$60	\$120	\$240	\$600

Ad Tri-fold Brochure

<b>100</b>	<b>250</b>	<b>500</b>	<b>1000</b>	<b>2500</b>
\$164	\$302	\$508	\$674	\$1,391

## POSTCARDS - 4 X 6"

Four-color two-sided. Price does not include postage (current U.S. postage rate is \$0.51 each as of July 10, 2023).

<b>100</b>	<b>250</b>	<b>500</b>	<b>1000</b>	<b>2500</b>
\$68	\$92	\$131	\$195	\$430

## ORDER CARDS/EVENT CARDS/INFO CARDS - 3½ X 2"

Four-color two-sided

<b>100</b>	<b>250</b>	<b>500</b>	<b>1000</b>	<b>2000</b>
\$35	\$48	\$60	\$72	\$119

## VERTICAL VINYL BANNERS - 24 X 63"

Custom vertical banner – \$103 each (stand and carrying bag included)

- First hour of art time is free.
- PDFs are available at no charge.
- Have images ready to upload when filling out the Customized Marketing Request Form
- Postage and shipping are not included in prices.
- Please allow 7-10 working days for proof.
- Prices subject to change.

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## CUSTOMIZED MARKETING PACKAGES - GOLD

Charge to school per student

100	250	500	1000	2500
\$4.20	\$2.60	\$2.05	\$1.75	\$1.65

## CUSTOMIZED MARKETING PACKAGES - SILVER

Charge to school per student

100	250	500	1000	2500
\$2.80	\$2.00	\$1.75	\$1.60	\$1.55

## CUSTOMIZED MARKETING PACKAGES - BRONZE

Charge to school per student

100	250	500	1000	2500
\$1.65	\$1.15	\$1.00	\$0.90	\$0.85

## TAKE HOME POCKET ENVELOPES - 8½ X 14"

Four-color two-sided order form with pocket envelope.

100	250	500	1000	2500
\$30	\$75	\$150	\$300	\$750