

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

POSTERS - 12.5 X 20.5"

Four-color one-sided

20	50	100
\$32	\$74	\$126

FLYERS - 8½ X 11"

Four-color one-sided

100	250	500	1000	2500
\$12	\$30	\$60	\$120	\$300

Four-color two-sided

100	250	500	1000	2500
\$24	\$60	\$120	\$240	\$600

Ad Tri-fold Brochure

100	250	500	1000	2500
\$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 \$0.56 each as of July 14, 2024).

100	250	500	1000	2500
\$68	\$92	\$131	\$195	\$430

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

Four-color two-sided

100	250	500	1000	2000
\$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
\$4.30	\$2.70	\$2.15	\$1.85	\$1.70

CUSTOMIZED MARKETING PACKAGES - SILVER

Charge to school per student

100	250	500	1000	2500
\$2.90	\$2.10	\$1.85	\$1.65	\$1.60

CUSTOMIZED MARKETING PACKAGES - BRONZE

Charge to school per student

100	250	500	1000	2500
\$1.70	\$1.20	\$1.05	\$0.95	\$0.90

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