



Vroooooom Press Letterpress Pricing  
March 1<sup>st</sup>, 2011

**Flat Pieces (Cards and Prints up to 8.5"x11")**

*\*Please note: Deep Impression Projects work best with a smaller image area, and cannot always be ganged up on a single press sheet due to a loss in impressional force.*

Number of Pieces	1 Press Run	2 Press Runs	3 Press Runs	4 Press Runs
<b>0-99</b>	\$135.00	\$260.00	\$385.00	\$500.00
<b>100-199</b>	\$155.00	\$290.00	\$435.00	\$570.00
<b>200-299</b>	\$175.00	\$320.00	\$485.00	\$640.00
<b>300-500</b>	\$195.00	\$350.00	\$535.00	\$710.00

**Envelope Printing**

Number of Pieces	1 Press Run	2 Press Runs
<b>0-99</b>	\$85.00	\$170.00
<b>100-199</b>	\$105.00	\$200.00
<b>200-299</b>	\$125.00	\$230.00
<b>300-500</b>	\$145.00	\$260.00

**Additional Services**

<b>Scoring Run</b>	\$50.00 per 250
<b>Rosback Perforation/Other Perforation</b>	\$50.00 per 250
<b>Cutting Charge</b>	\$5 per project cut
<b>Duplex Paper</b>	\$50 per 100 sheets (50 finished sheets)
<b>Edge Painting</b>	\$50.00 per 150

Every Letterpress job requires the following fees:

**Plate Fee:** .70¢ per square inch, per separation.

**Paper/Materials:** To be provided by the client, except in case of previous agreement. A minimum of 15% overage is required to ensure proper edition integrity.

**Inks/Chemicals:** \$35.00 per color used in the job.

*All pricing listed above is subject to the final approval of Vroooooom Press. Thank you.*

**Vroooooom Press - Austin, Texas - (512) 981-5938 – [webmaster@vroooooom.org](mailto:webmaster@vroooooom.org)**

## General Terms for Contract Printing

**Variations** within the printed job are normal; these variations include ink density and hue, foil color, depth of impression, registration, paper size, paper color, sharpness of steel rule cutting, position of round cornering or drilling, and many others. The printer will control these parameters to the best of his ability, but printing is a dynamic process subject to fluctuations.

**Experimental Work** performed at customer's request, such as art work, composition, ink tests, paper tests or material tests will be charged for at current rates.

**Drawings**, dummies, negatives, reproduction proofs, line castings, and other preparatory materials supplied by the printer will remain his exclusive property, unless otherwise agreed to in writing.

**Repairs** or changes to materials such as artwork, negatives, plates or dies furnished by the customer will be charged for at current rates. Delays caused by such work are not the responsibility of the printer.

**Alterations** to the original specifications of this quote may result in extra charges. If work must be redone due to customer's error or change of mind, the extra work will be charged for at current rates.

**Printing plates and dies** (foil, embossing, debossing or steel rule) become the property of the customer once they are paid for. If they are stored by the printer for the convenience of the customer, the printer will assume no liability for damage or loss due to fire, heat, humidity, theft, etc. The plates or dies will be destroyed if the customer goes out of business; they will be returned to the customer if the printer goes out of business.

**Other property** of the customer stored by the printer, such as paper, boxes or ink, is similarly stored at the customer's risk. The printer assumes no liability for damage or loss because of events beyond his control.

**Standing type forms**, negatives, and digital files created by the printer will be held for no more than one year, except by special agreement.

**Proofs and correction forms** will be provided if typesetting has been done by the printer. Corrections, if any, must be indicated on the proof and returned to the printer. The printer is not responsible for errors if the job is printed per the customer's OK.

**Press proofs** will be charged for at current rates, unless the customer is present when the job is made ready on the press, so that no press time is lost. If the press must stand idle waiting for a customer's OK, the lost time will be charged for.

**Paper stock** furnished by the customer must be flat, square, and in otherwise good condition. Extra time spent because of poor quality paper furnished by the customer will be charged for.

**Over runs** and under runs not to exceed 15% of the amount ordered will constitute an acceptable delivery.

**Cost of Shipping** by mail, UPS, FedEx, etc. is not included in the quotation and will be added onto the invoice after the cost of shipping has been determined. An appropriate handling charge for packing, crating, palletizing, etc. may be added.

**Standard turnaround** time is usually 2-3 weeks from receipt of deposit. Turnaround is partly

determined by the backlog of work already in progress.

**Deposit / Kill Fee** applies toward the purchase of nonrefundable materials to be used in the project. Should the project be ended by either party, this fee will be surrendered to Vroooooom Press in order to cover any debts assumed by us. Depending on the point at which the project was ended, purchased materials may be delivered to the client as is.