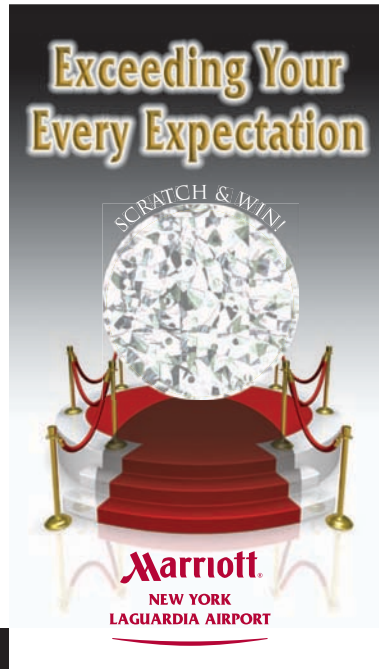


Custom Scratch Off Cards

Be sure to check out our new holographic scratch off line!



Fully customized with your artwork or ours. Choose from our 3 product lines.

STANDARD = Full Color Both Sides, 12 Pt Coated 2 Sides, UV Gloss on front

ECONOMY = Full Color Front / Black Back, 12 Pt Coated 2 Sides with NO UV

GREEN = Full Color Front / Black Back on 100 lb FSC Eco Matt Cover, NO UV



Rate Card For Scratch off and Peel & Win™

2" x 3.5"		Standard 4/4 w/UV Gloss		Economy 4/Black No UV		Green 4/Black (Eco Stock)	
Quantity	Total	Per Piece	Total	Per Piece	Total	Per Piece	Per Piece
250	\$222	\$0.888	\$189	\$0.756	\$170	\$0.680	
500	\$395	\$0.790	\$336	\$0.672	\$302	\$0.604	
1,000	\$495	\$0.495	\$421	\$0.421	\$379	\$0.379	
2,500	\$695	\$0.278	\$519	\$0.208	\$467	\$0.187	
5,000	\$895	\$0.179	\$761	\$0.152	\$685	\$0.137	
10,000	\$1,095	\$0.110	\$931	\$0.093	\$838	\$0.084	
15,000	\$1,295	\$0.086	\$1,101	\$0.073	\$991	\$0.066	
20,000	\$1,495	\$0.075	\$1,271	\$0.064	\$1,144	\$0.057	
25,000	\$1,695	\$0.068	\$1,441	\$0.058	\$1,297	\$0.052	
30,000	\$1,795	\$0.060	\$1,526	\$0.051	\$1,373	\$0.046	
3" x 5"		Standard 4/4 w/UV Gloss		Economy 4/Black No UV		Green 4/Black (Eco Stock)	
Quantity	Total	Per Piece	Total	Per Piece	Total	Per Piece	Per Piece
250	\$247	\$0.988	\$210	\$0.840	\$189	\$0.756	
500	\$445	\$0.890	\$378	\$0.756	\$340	\$0.680	
1,000	\$545	\$0.545	\$463	\$0.463	\$417	\$0.417	
2,500	\$745	\$0.298	\$633	\$0.253	\$570	\$0.228	
5,000	\$945	\$0.189	\$803	\$0.161	\$723	\$0.145	
10,000	\$1,145	\$0.115	\$973	\$0.097	\$876	\$0.088	
15,000	\$1,345	\$0.090	\$1,143	\$0.076	\$1,029	\$0.069	
20,000	\$1,545	\$0.077	\$1,313	\$0.066	\$1,182	\$0.059	
25,000	\$1,745	\$0.070	\$1,483	\$0.059	\$1,335	\$0.053	
30,000	\$1,945	\$0.065	\$1,653	\$0.055	\$1,488	\$0.050	
4.25" x 6"		Standard 4/4 w/UV Gloss		Economy 4/Black No UV		Green 4/Black (Eco Stock)	
Quantity	Total	Per Piece	Total	Per Piece	Total	Per Piece	Per Piece
250	\$262	\$1.048	\$223	\$0.892	\$201	\$0.804	
500	\$475	\$0.950	\$404	\$0.808	\$364	\$0.728	
1,000	\$575	\$0.575	\$489	\$0.489	\$440	\$0.440	
2,500	\$775	\$0.310	\$659	\$0.264	\$593	\$0.237	
5,000	\$988	\$0.198	\$840	\$0.168	\$756	\$0.151	
10,000	\$1,160	\$0.116	\$986	\$0.099	\$887	\$0.089	
15,000	\$1,568	\$0.105	\$1,333	\$0.089	\$1,200	\$0.080	
20,000	\$1,928	\$0.096	\$1,639	\$0.082	\$1,475	\$0.074	
25,000	\$2,288	\$0.092	\$1,945	\$0.078	\$1,751	\$0.070	
30,000	\$2,648	\$0.088	\$2,251	\$0.075	\$2,026	\$0.068	
8.5" x 6"		Standard 4/4 w/UV Gloss		Economy 4/Black No UV		Green 4/Black (Eco Stock)	
Quantity	Total	Per Piece	Total	Per Piece	Total	Per Piece	Per Piece
250	\$337	\$1.348	\$286	\$1.144	\$257	\$1.028	
500	\$625	\$1.250	\$531	\$1.062	\$478	\$0.956	
1,000	\$825	\$0.825	\$701	\$0.701	\$631	\$0.631	
2,500	\$1,020	\$0.408	\$867	\$0.347	\$780	\$0.312	
5,000	\$1,356	\$0.271	\$1,153	\$0.231	\$1,038	\$0.208	
10,000	\$1,486	\$0.149	\$1,263	\$0.126	\$1,137	\$0.114	
15,000	\$1,640	\$0.109	\$1,394	\$0.093	\$1,255	\$0.084	
20,000	\$2,000	\$0.100	\$1,700	\$0.085	\$1,530	\$0.077	
25,000	\$2,360	\$0.094	\$2,006	\$0.080	\$1,805	\$0.072	
30,000	\$2,720	\$0.091	\$2,312	\$0.077	\$2,081	\$0.069	

Standard= Full Color Both Sides, 12 Pt Coated 2 Sides, UV Gloss on front

Economy = Full Color Front / Black Back on 12 pt Coated Sides with NO UV

Green = Full Color Front / Black Back on 100 lb FSC Eco Matt Cover no UV

Above rates do not include shipping, design or special packaging. One Standard Scratch off area on each card. Non standard sizes or multiple areas must be custom quoted. (see next page)

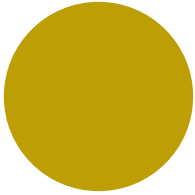
5-7 business days from proof approval plus shipping time. Rush jobs available, call for details!

From 250-10,000,000 We can Print it! **Call for quotes on larger quantities!**

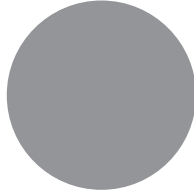
Standard Scratch Off Areas

(Custom Shapes & Sizes can be custom quoted)

1" Gold Circle



1" Silver Circle



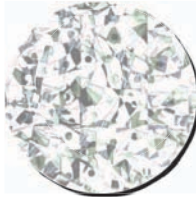
2" x 1" Gold Rectangle



2" x 1" Silver Rectangle



1" Holographic Circle



2" x 1" Holographic Rectangle



1" Holographic Square



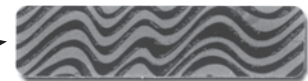
1" Gold Square



1" Silver Square



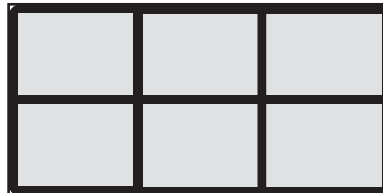
**1.5" x .3875"
in
Silver
Zebra
Holographic**



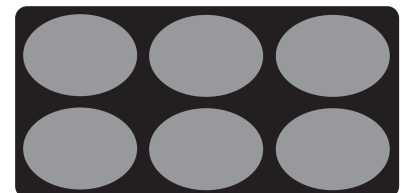
2" x 1" - silver (3) boxes



2" x 1" - silver (6) boxes



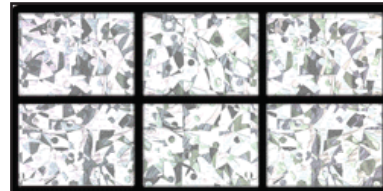
2" x 1" - silver (6) ovals



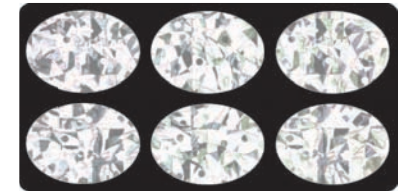
2" x 1" - holographic (3) boxes



2" x 1" - holographic (6) boxes



2" x 1" - holographic (6) ovals



Peel & Win



Peel & Reveal



No Peeking

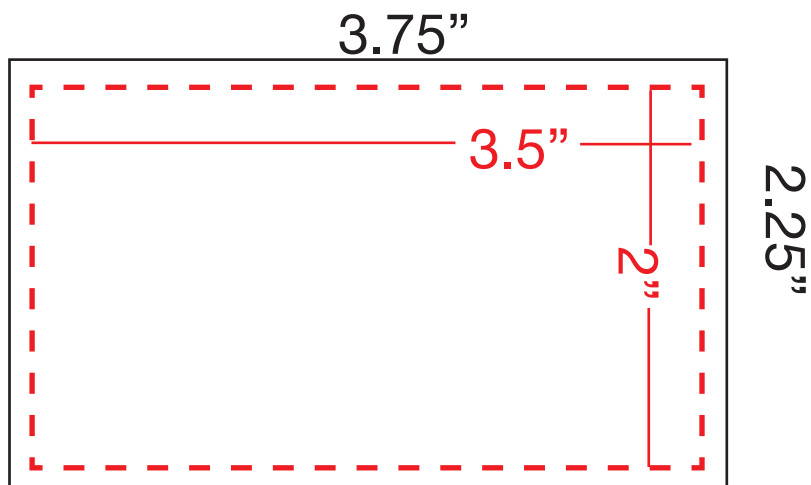


3.5" x 2" Scratch off specs

Size: 3.75" x 2.25" trims to 3.5" x 2"

Colors: Full Color BOTH Sides (CMYK)

Paper: 12 point Coated both side with Premium UV Gloss on front only

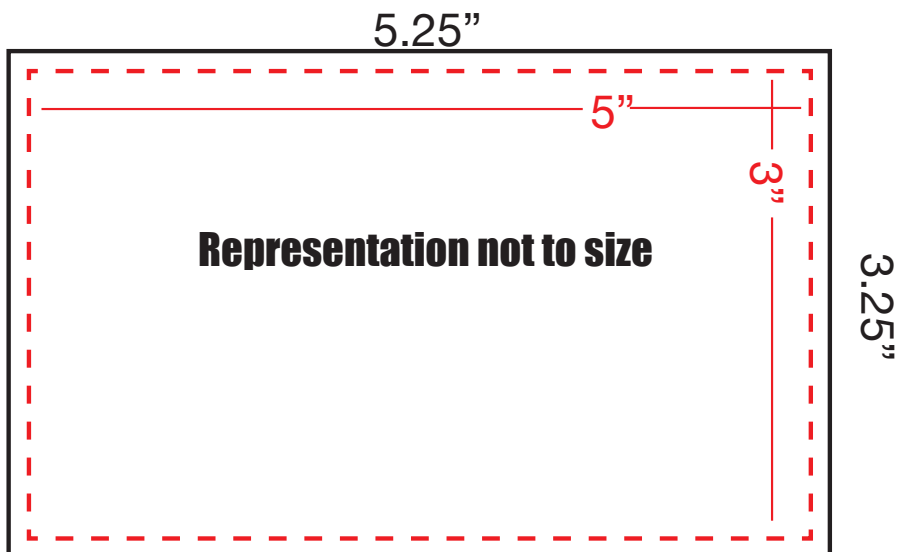


5" x 3" Scratch off specs

Size: 5.25" x 3.25" trims to 5" x 3"

Colors: Full Color BOTH Sides (CMYK)

Paper: 12 point Coated both side with Premium UV Gloss on front only

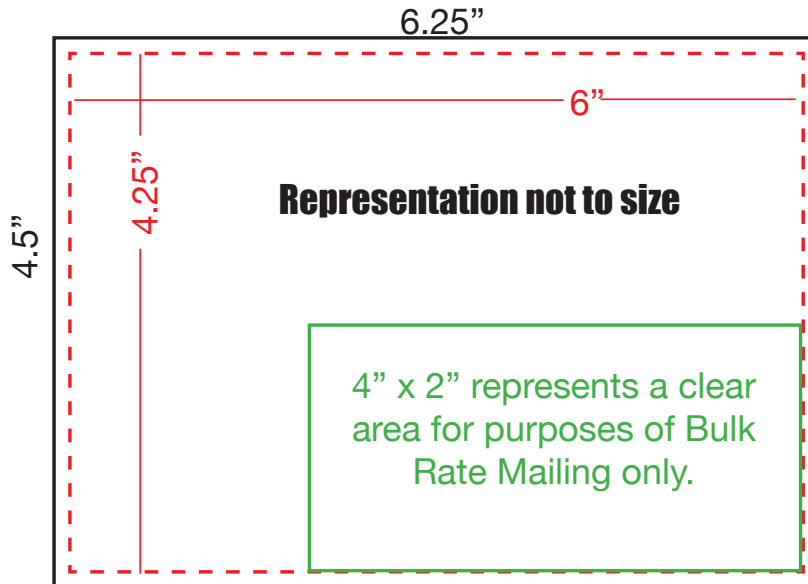


6" x 4.25" Scratch off specs

Size: 6.25" x 4.5" trims to 6" x 4.25"

Colors: Full Color BOTH Sides (CMYK)

Paper: 12 point Coated both side with Premium UV Gloss on front only

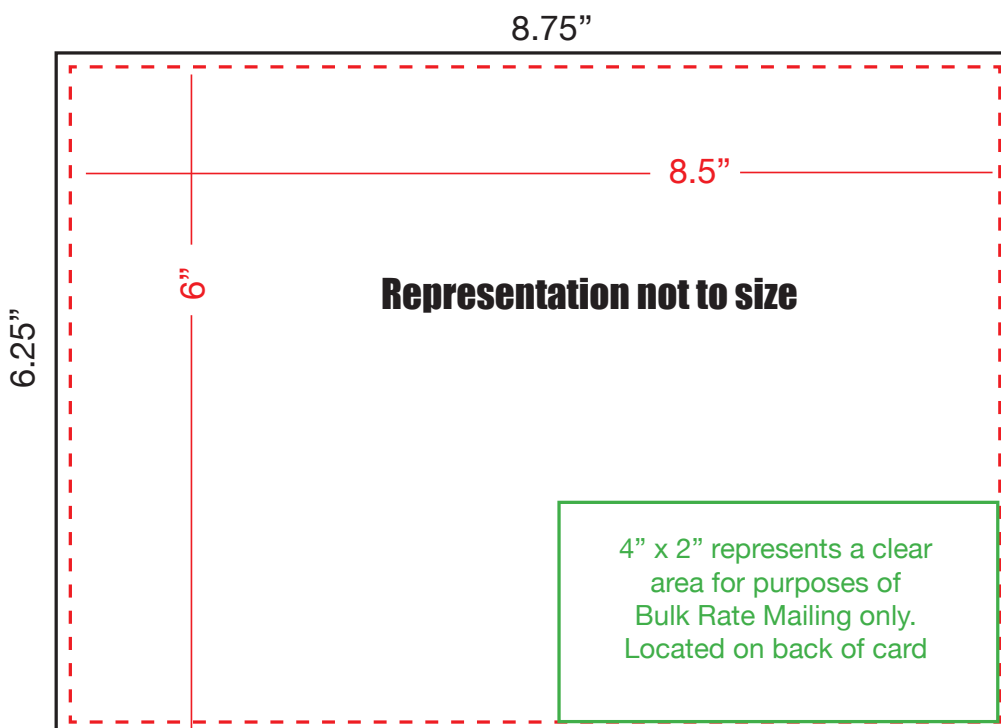


8.5" x 6" Scratch off specs

Size: 8.75" x 6.25" trims to 8.5" x 6"

Colors: Full Color BOTH Sides (CMYK)

Paper: 12 point Coated both side with Premium UV Gloss on front only



Standard Scratch off Areas

– *For up to 50,000 Pieces

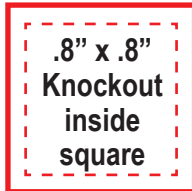
(For orders over 50K prize info under scratch off is black only)

1" Circle (Gold , Silver or Holographic)



White knockout must be .8" in diameter to be completely covered by a 1" scratch off circle. (Can be placed anywhere on card, but at least 1/8th inch from the bleed) Prizes are inkjetted. Maximum 2 lines of type, 12 characters. *Full color symbols, images or logos may be used but must be at a 50% screen.

1" Square (Gold, Silver or Holographic)



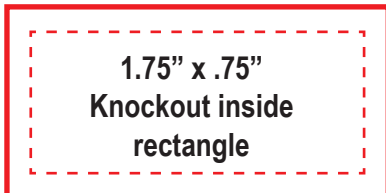
White knockout must be .8" x .8" to be completely covered by a 1" x 1" scratch off square. (Can be placed anywhere on card, but at least 1/8th inch from the bleed) Prizes are inkjetted. Maximum 2 lines of type, up to 12 characters each, including spaces. *Full color symbols, images or logos may be used but must be at a 50% screen.

1.5" x .3875" Rectangle (Silver, Zebra & Holographic)



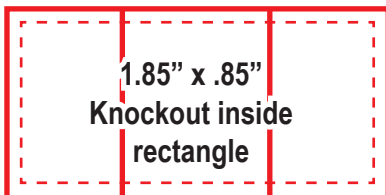
White knockout must be 1.33" x .2875" to be completely covered by a 1.5" x .3875" scratch off rectangle. (Can be placed anywhere on card, but at least 1/8th inch from the bleed) Prizes are inkjetted. Maximum 1 line of type, up to 20 characters, including spaces for variable codes. *Full color symbols, images or logos may be used but must be at a 50% screen.

2" x 1" Rectangle, Peel & Win, Peel & Reveal and No Peeking



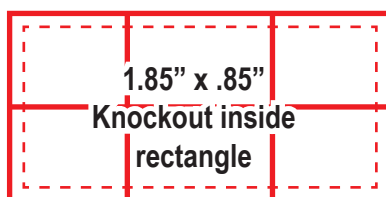
White knockout must be 1.75" x .75" to be completely covered by a 2" x 1" scratch off rectangle. (Can be placed anywhere on card, but at least 1/8th inch from the bleed) Prizes are inkjetted. Maximum 2 lines of type, up to 20 characters each, including spaces. *Full color symbols, images or logos may be used but must be at a 50% screen.

2" x 1" Scratch (3) Box (Silver or Holographic)



White knockout must be 1.85" x .85" to be completely covered by a 2" x 1" scratch off rectangle. (Can be placed anywhere on card, but at least 1/8th inch from the bleed) Prizes are inkjetted. Maximum 2 lines of type in each box, up to 8 characters each, including spaces. *Full color symbols, images or logos may be used but must be at a 50% screen.

2" x 1" Scratch (6) boxes or ovals (Silver or Holographic)



White knockout must be 1.85" x .85" to be completely covered by a 2" x 1" scratch off rectangle. (Can be placed anywhere on card, but at least 1/8th inch from the bleed) Prizes are inkjetted. Maximum 2 lines of type in each box, up to 8 characters each, including spaces. *Full color symbols, images or logos may be used but must be at a 50% screen.

General Art Specifications

Promo Printing works primarily on a MAC based platform. However, can accept PC files as PDF, EPS, and TIF. Please call us toll free to discuss your options or email us at steve@premiumpostcards.com

For your order to go smoothly, please read the following artwork specifications. If you are not a designer and have hired a third party to do your design work, please make sure that they have a copy of this page before they start working on your design.

- All postcards are printed CMYK (4 color process) on front & back.
- All colors must be converted to CMYK prior to submission. Any author's alterations that have to be made at this end will be billed at an hourly rate of \$75.00 per hour with a minimum charge of \$25.00.
- We can not accept any JPEG or Gif Files unless they are 300dpi.
- Name your file the same name as your company.

Acceptable Media Formats:

- CD Rom - Mac
- Email art to steve@premiumpostcards.com
- Post files to our FTP site (see below).

Acceptable Programs and Files:

Adobe Photoshop CS4 or below (flatten image and convert to Tif or EPS)

Adobe Illustrator CS4 or below (create fonts to outlines, embed CMYK images and submit as EPS)

Adobe In-Design CS4 or below*

Adobe PageMaker 7 or below*

Quark XPress 7.3 or below*

Macromedia Freehand 10 or below*

* Mac or PC (must include all fonts and support documents)

Layout Specifications:

- All artwork must include a 1/8th inch bleed. (For example a 4.25" x 6" Postcard would be set up as 4.5" x 6.25" or a 5" x 3" scratch off would be set up as 5.25" x 3.25".)
- Do not include crop marks.
- All images should be 300 dpi at 100%
- Keep all text and important images at least 1/8" - 1/4" from the edge of the card.
- Do not stylize fonts in Quark or Freehand. This means do not use the type style option for bold, italic, shadow or outline effects.

Please contact Steve with any questions at TOLL FREE 1-866-831-9902.



Promo Printing Group, Inc.

3418 W. Arch St. • Tampa, FL 33607

Local: 813-831-9902 • Fax: 813-831-9903 • Toll Free: 866-831-9902

info@promoprintinggroup.com