



ART ALTERNATIVES

Sketch Book Imprint Program – Fall BTS 2009



Choose from any size Hard-Bound or Wire-Bound Sketch Book

- Minimum order is 96 books/size
- To receive the best discount, order a full skid of 576 books
- Must order in carton quantities

Receive Up to 70/20% off each book

Imprint your Logo anywhere on the front or back of the Sketch Books

PLEASE SPECIFY SKETCH BOOK QUANTITY & SIZE

- OVERS/SHORTS:** I understand that due to the manufacturing process there may be variances in the quantity ordered and the quantity shipped, and I will be invoiced for the actual quantity shipped.
- EXACT QUANTITY:** I require that the exact order quantity be shipped. I understand that the net price per book will be 3% higher.

Hard-Bound Sketch Books			Wire-Bound Sketch Books				Pricing for orders less than 576 books					
Order Qty.	Item No.	Size (Ctn. Qty.)	Order Qty.	Item No.	Size (Ctn. Qty.)	MSRP	Skid Promo Net	Exact Qty. Price	AA Dealership Customers Price	Exact Qty. Price	Non-AA Dealership Customers (EC+ Pricing)	Exact Qty. Price
	AA75120	4" x 6" (96)		AA75110	4" x 6" (72)	\$4.99	\$1.20	\$1.24	\$1.50	\$1.55	\$1.87	\$1.93
	AA75121	5-1/2" x 8" (48)		AA75111	5-1/2" x 8" (48)	\$8.99	\$2.16	\$2.22	\$2.70	\$2.78	\$3.37	\$3.47
	AA75125	7" x 7" (48)		AA75115	7" x 7" (24)	\$10.99	\$2.64	\$2.72	\$3.30	\$3.40	\$4.12	\$4.24
	AA75122	8-1/2" x 11" (24)		AA75112	8-1/2" x 11" (24)	\$13.79	\$3.31	\$3.41	\$4.14	\$4.26	\$5.17	\$5.33
	AA75126	9" x 6" (24)		AA75116	9" x 6" (24)	\$11.99	\$2.88	\$2.97	\$3.60	\$3.71	\$4.50	\$4.64
	AA75127	10" x 10" (12)		AA75117	10" x 10" (12)	\$17.99	\$4.32	\$4.45	\$5.40	\$5.56	\$6.75	\$6.95
	AA75128	11" x 8" (12)		AA75118	11" x 8" (12)	\$17.99	\$4.32	\$4.45	\$5.40	\$5.56	\$6.75	\$6.95
	AA75123	11" x 14" (12)		AA75113	11" x 14" (12)	\$22.25	\$5.34	\$5.50	\$6.68	\$6.88	\$8.34	\$8.59

Choose Your Imprint Color

- Gold (\$100/per imprint size)
- Silver (\$100/per imprint size)
- Black (\$150/per imprint size)
- White (\$150/per imprint size)

Mold Charge Fee

(per imprint size)
 Approximately \$80 - \$150+
 (cost varies depending on the artwork complexity and size of the imprint)

Order Deadline

Both the Order Form and Artwork are due on or **before 1/30/09**

Delivery Date

Approx. July 2009

Imprint Placement & Size

Size: _____

Placement: _____

ARTWORK GUIDELINES

Please send a black-only Adobe Illustrator EPS or PDF file. Illustrator files need to have all fonts converted to outline. Clean black & white camera-ready artwork can also be submitted (photocopies and artwork sent via FAX are not acceptable). For artwork questions, call Rachel Thompson at (800) 289-9899 x6643.

Artwork (if possible) should be sent the exact size that you want it imprinted on the sketch book.

ARTWORK SUBMISSION

Digital files up to 3MB can be e-mailed to rachel@macphersonart.com. Artwork may also be sent to MacPherson's, Creative Services Dept., Attn: Rachel Thompson, 1351 Ocean Ave., Emeryville CA 94608-1128

FAX Your Order to Emeryville Customer Service • Attn: Jacquie Lochelt, (800) 283-8329

Store Name: _____ Account No.: _____ P.O. No.: _____

Contact: _____ Phone No.: _____ Fax No.: _____

Shipping Address: _____ City: _____ ST: _____ Zip: _____

Sales Rep. No.: _____ Sales Rep. Name: _____ Authorized Signature: _____

Orders will be shipped with your next qualifying FREE Freight Order.

rt 12/29/08

Conditions: All orders are subject to MacPherson's Accounts Receivable Department approval. Approval will be based on your credit limit, credit history and payment status of your account. MacPherson's minimum order and standard freight terms apply. Discounts are based on minimum order and carton quantities. Order must be submitted on this form. Please do not use your PDA or Online Express for this order.

MacPherson's Only

- Creative Service/Rachel T. (artwork)
- Creative Service/Rachel T. (mold charge)
- Buyer/Bonnie L. (order books)
- Jacquie (place order)