

**MSWPRINT**.COM  
INNOVATIVE DESIGN & PRINT SOLUTIONS

# Better Faster Beautiful

PRODUCT CATALOG

2019-2020

3901 BESTECH DRIVE - #800 | YPSILANTI, MI 48197 | 734.975.9935 | WWW.MSWPRINT.COM

## Welcome!

This is our first printed edition of MSW Print's **Better Faster Beautiful** Product Catalog!

We've curated here the most important promotional materials & office stationery for your business, organization, club or event in the coming year.

Every item inside is tuned to exemplify the list of values expressed here and on every page:

### **Better.**

Better than yesterday. Better than the competitor down the street. Better than the online Big-Box. Better materials. Better processes. Better than asked. Always striving for better.

### **Faster.**

Not just shortening order-to-delivery but working perpetually to streamline recommendations, browsing, quotes, design, payment, and service to make each step of your project a pleasant breeze.

### **Beautiful.**

These products are meant to make an impact; but not all marketing impacts are good. Bad design, off-brand messaging, or a shoddy finish can leave a lasting negative impression. That's why in our shop, we only produce items we'd proudly put our own names on.

If you have questions or suggestions, we want to hear them! They are key to us becoming better, faster, and capable of even more beautiful work.

Thank you and enjoy!

The MSW Print Team  
(734) 975-9935  
info@mswprint.com



**Products & Services**

|   |   |
|---|---|
| <b>Apparel Printing</b>                 | Screen Printing Rates ..... 3<br>Screen Printing Apparel ..... 4<br>Embroidery Rates ..... 5<br>Embroidery Apparel ..... 6  |
| <b>Commercial Printing</b>              | Business Cards ..... 7<br>Post Cards ..... 7<br>Folders, Flyers & Brochures ..... 8<br>Stationary Items ..... 8   |
| <b>Banners &amp; Signs</b>              | Single Custom Banners ..... 9<br>Varied Banner Series ..... 9<br>Repeated Banners ..... 9<br>Giant Size Banners ..... 9<br>Full Color Yard Signs ..... 10<br>Varied Yard Signs Series ..... 10<br>High -Volume Yard Signs ..... 10<br>Real Estate & Contractor Signs ..... 10<br>Event Signs ..... 11<br>Single Custom Signs - Temporary ..... 11<br>Single Custom Signs - Lasting ..... 12<br>Single Custom Signs - Permanent ..... 12 |
| <b>Magnets &amp; Decals</b>             | Promotional Magnets ..... 13<br>Car Magnets ..... 13<br>Short Run Decals ..... 13<br>Ready-to-Install Area Decals ..... 14<br>Ready-to-Install Die-Cut Decals ..... 14  |
| <b>Promotions &amp; Displays</b>        | Table Cloth ..... 15<br>Retractable Banners ..... 15<br>Tents ..... 15<br>Flags ..... 15<br>Backdrops ..... 16<br>Extras ..... 16   |
| <b>Package Deals</b>                    | The Contractor Hook-Up ..... 17<br>Set for the Event ..... 17<br>New in Town ..... 18<br>Launch Kit ..... 18  |
| <b>Design Services</b>                  | Design & Services Fees ..... 19   |
| <b>Materials &amp; Art Requirements</b> | Ink Color Selection ..... 20<br>Art Requirements ..... 20<br>Roll Selection ..... 21<br>Substrate Selection ..... 22  |

## Screen Printing Rates

### MSW Print-Provided Apparel & Garments

| Quantity    | 1-Color Print | 2-Color Print | 3-Color Print | 4-Color Print | + Underbase or Extra Color |
|-------------|---------------|---------------|---------------|---------------|----------------------------|
| 1-11        | \$3+Min       | \$4.5+Min     | \$5.3+Min     | \$6+Min       | \$0.8                      |
| 12-24       | \$3           | \$4.5         | \$5.3         | \$6           | \$0.8                      |
| 25-49       | \$2.10        | \$2.90        | \$3.70        | \$4.50        | \$0.8                      |
| 50-74       | \$1.85        | \$2.40        | \$2.95        | \$3.50        | \$0.55                     |
| 75-149      | \$1.65        | \$2.15        | \$2.65        | \$3.15        | \$0.5                      |
| 150-249     | \$1.05        | \$1.50        | \$1.95        | \$2.40        | \$0.45                     |
| 250-499     | \$0.95        | \$1.38        | \$1.81        | \$2.24        | \$0.43                     |
| 500-999     | \$0.82        | \$1.17        | \$1.52        | \$1.87        | \$0.35                     |
| 1,000-2,499 | \$0.73        | \$0.98        | \$1.23        | \$1.48        | \$0.25                     |

### Client-Provided Apparel & Garments

| Quantity    | 1-Color Print | 2-Color Print | 3-Color Print | 4-Color Print | + Underbase or Extra Color |
|-------------|---------------|---------------|---------------|---------------|----------------------------|
| 1-11        | \$4.50+Min    | \$6.75+Min    | \$7.95+Min    | \$7.95+Min    | \$1.20                     |
| 12-24       | \$4.50        | \$6.75        | \$7.95        | \$9.00        | \$1.20                     |
| 25-49       | \$3.15        | \$4.35        | \$5.55        | \$6.75        | \$1.20                     |
| 50-74       | \$2.78        | \$3.60        | \$4.43        | \$5.25        | \$0.83                     |
| 75-149      | \$2.48        | \$3.22        | \$3.98        | \$4.73        | \$0.75                     |
| 150-249     | \$1.58        | \$2.07        | \$2.28        | \$2.81        | \$0.53                     |
| 1,000-2,499 | \$1.09        | \$1.47        | \$1.83        | \$2.22        | \$0.38                     |

### Screen Print Set-Up Charges

|                                   |                  |
|-----------------------------------|------------------|
| Per Screen                        | Ink Color Change |
| \$20                              | \$15             |
| <b>Less Than Minimum Charge</b>   |                  |
| \$3 for each item below 12-count. |                  |

### FAQ:

**Q: How many screen setups?**

A: EVERY color at EVERY print location requires its own screen. Dark shirts require one extra for white print underbase.

**Q: What type of file is required?**

A: Vector PDF, AI (Adobe Illustrator), or EPS files.

### Place an Order:

734.975.9935 or [mswprint.com/order](http://mswprint.com/order)

## Screen Printing Apparel

For full selection of screen print apparel, visit [www.mswprint.com/shirts](http://www.mswprint.com/shirts)



**Regular Adult**

**Women's Cut**

**Long Sleeve**

**Youth**



**Cotton T**

\$5.00  
G500

\$5.40  
G500L

\$8.40  
G540

\$4.30  
G500B

The classic cotton giveaway T-shirt. Solid quality, most bang for the buck. 5.5oz.



**Soft T**

\$5.40  
G640

\$7.90  
G640L

\$11.40  
G644

\$4.80  
G645B

Budget-friendly poly/cotton blend with soft, light feel & heathered vintage look. 4.5oz.



**Dry T**

\$6.00  
G800

N/A

\$9.60  
G840

\$5.00  
G800B

Heavy poly/cotton blend for moisture-wicking comfort between casual & athletic wear.



**Premium Cotton**

\$6.10  
3600

\$5.90  
N3900

\$10.60  
N3601

\$5.30  
3310

100% combed fine ringspun jersey cotton. Lightweight and soft for all day comfort. 4.3 oz.



**Premium Blend**

\$6.30  
N6210

\$5.90  
6610

N/A

N/A

Lightweight soft-feel poly/cotton blend with form-fitting cut. 4.3oz.



**Poly Performance**

\$8.30  
N3142

\$8.00  
NW3201

\$10.60  
N3165

\$7.00  
N83142

100% polyester for pure athletic performance. 4oz.



**Premium Tri-Blend**

\$9.80  
6010

\$7.90  
6710

\$14.40  
6071

\$6.50  
N6310

Blends cotton, polyester, & rayon for ultimate style & comfort. Your favorite t-shirt. 4oz.



**Pocket T**

\$10.70  
G230

N/A

\$13.40  
G241

N/A

Comfortable all-day work t-shirt made with heavy 100% cotton fabric. 6oz.



**Hoodies**

\$22.40  
G185

N/A

N/A

\$19.90  
G185B

Great for all-season promotion & comfort. 8oz poly cotton blend.



**Tank Top**

\$6.80  
3633

\$4.20  
N1533

N/A

N/A

Great for promotion at events and in the heat of Summer. 4.3oz poly cotton blend.

For full selection of screen print apparel, visit [www.mswprint.com/shirts](http://www.mswprint.com/shirts)

**Place an Order:**

734.975.9935 or [mswprint.com/order](http://mswprint.com/order)

## Embroidery Rates



### MSW Print-Provided Apparel & Garments

| Quantity    | Embroidery Per 1000 Stitch | Reg. Sm Chest | Reg. Hat |
|-------------|----------------------------|---------------|----------|
| 1-11        | \$1.00                     | \$8.00        | \$9.00   |
| 12-24       | \$1.00                     | \$8.00        | \$9.00   |
| 25-49       | \$1.00                     | \$8.00        | \$9.00   |
| 50-74       | \$1.00                     | \$7.50        | \$8.50   |
| 75-149      | \$0.96                     | \$7.50        | \$8.50   |
| 150-249     | \$0.96                     | \$7.50        | \$8.50   |
| 250-499     | \$0.88                     | \$7.00        | \$8.00   |
| 500-999     | \$0.80                     | \$6.50        | \$7.50   |
| 1,000-2,499 | \$0.76                     | \$6.00        | \$7.00   |



### Client-Provided Apparel & Garments

| Quantity    | Embroidery Per 1000 Stitch | Reg. Sm Chest | Reg. Hat |
|-------------|----------------------------|---------------|----------|
| 1-11        | \$1.50                     | \$12.00       | \$13.50  |
| 12-24       | \$1.50                     | \$12.00       | \$13.50  |
| 25-49       | \$1.50                     | \$12.00       | \$13.50  |
| 50-74       | \$1.50                     | \$11.00       | \$13.00  |
| 75-149      | \$1.44                     | \$11.00       | \$13.00  |
| 150-249     | \$1.44                     | \$11.00       | \$12.50  |
| 250-499     | \$1.32                     | \$10.00       | \$12.00  |
| 500-999     | \$1.20                     | \$10.50       | \$11.50  |
| 1,000-2,499 | \$1.14                     | \$9.00        | \$10.00  |

### Embroidery Set-Up

| Small                         | Medium                       | Large                         |
|-------------------------------|------------------------------|-------------------------------|
| \$30                          | \$50                         | \$100                         |
| Pocket-Sized<br>Up to 4" x 3" | Chest-Sized<br>Up to 6" x 8" | Back-Sized<br>Up to 10" x 10" |

Digitizing is saved indefinitely and waived on repeat jobs.

### FAQ:

**Q: What is a "Regular" small chest or hat?**  
A: Approx 8 sq-in with 30-50% Stitch Coverage.  
(Includes most polo chest logos).

**Q: What type of file is required?**  
A: Any clean image files, scan, JPEG, PDF.

### Place an Order:

734.975.9935 or [mswprint.com/order](http://mswprint.com/order)

## Embroidery Apparel

For full selection of imprintable apparel, visit [www.mswprint.com/shirts](http://www.mswprint.com/shirts)



### Basic Cap

\$5.00  
BX001

N/A

N/A

The perfect choice for large groups & giveaways.



### Flex Cap

\$10.50  
6277

N/A

\$12.10  
6277Y

Premium FlexFit® brand caps, optimized for style & comfort.



### Knit Hat

\$4.50  
1500/1501

N/A

N/A

Cool-weather cuffed beanie or skull cap.



### Knit Polo

\$11.30  
G280

14.50  
G828L

\$9.40  
G880B

The perfect choice for large groups & giveaways.



### Sport Polo

\$14.90  
88181

\$14.90  
78181

\$14.90  
88181Y

Moisture-wicking polo for active casual wearers.



### Woven-Button Down

\$22.90  
M500

\$22.90  
M500W

N/A

Outfit your team for professional business settings.



### Full-Zip Fleece

\$23.90  
M990

\$23.90  
M990W

\$23.90  
M990Y

A casual all-weather choice with a sharp semi-professional look.



### Quarter-Zip Fleece

\$23.90  
M980

N/A

N/A

A casual all-weather fleece pullover for business or casual.



### Cardigan

\$29.90  
M425

\$29.90  
M435W

N/A

A classic layering option for cool-weather & formal wear.



### Vest

\$25.90  
88191

\$25.90  
78191

N/A

A great cool-weather layering option for semi-professional or casual wear.



### Windbreaker

\$23.90  
88183

\$23.90  
78183

N/A

A great cool-weather option for active wear.

For full selection of imprintable apparel, visit [www.mswprint.com/shirts](http://www.mswprint.com/shirts)

**Place an Order:**

734.975.9935 or [mswprint.com/order](http://mswprint.com/order)

## Business Cards



### Standard Business Cards

Two-sided 14pt or 16pt thick cards with full-color printing. Matte-finish, Semi-Gloss AQ, or Glossy UV coating available. (14pt+Matte is default configuration).

| Qty. | 100  | 250  | 500  | 1000 | 2500 |
|------|------|------|------|------|------|
|      | \$40 | \$50 | \$60 | \$70 | \$80 |

Quantities extend to multi-name bulk orders.  
\$15 Per Additional Name or Copy Change.



### Premium Business Cards

Two-sided full-color digital printing.

| Qty.           | 100  | 250  | 500   | 1000  |
|----------------|------|------|-------|-------|
| 13pt Linen     | \$85 | \$95 | \$110 | \$140 |
| 110# Ice Pearl | \$50 | \$60 | \$85  | \$135 |
| 14pt+spot-UV** | NA   | NA   | \$90  | \$109 |

\*\*Two-side printing, raised-UV on one side only.



### Executive Business Cards

Ask your advertising professional about other pasted, foil-stamped, die-cut, or thermographic card configurations.

| Qty.                           | 100   | 250   | 500   |
|--------------------------------|-------|-------|-------|
| 38pt Luxury                    | \$118 | \$175 | \$272 |
| 14pt+Foil-Stamp**              | \$72  | \$83  | \$100 |
| .005" Stainless Metal 1-side*  | \$349 | \$814 | NA    |
| .005" Stainless Metal* 2-side* | \$411 | \$958 | NA    |

\*Bleed-edge designs not allowed for this product.

\*\*Gold or Silver foil on one side. Two-sided Print.

## Post Cards



### Standard Post Cards

Two-sided 14pt+matte finish.

| Size  | 250  | 500   | 1000  | 2500  | 5000  |
|-------|------|-------|-------|-------|-------|
| 3"x4" | \$56 | \$58  | \$61  | \$94  | \$144 |
| 4"x6" | \$56 | \$63  | \$73  | \$132 | \$215 |
| 5"x7" | \$79 | \$97  | \$113 | \$186 | \$299 |
| 6"x9" | \$94 | \$139 | \$160 | \$280 | \$458 |

Ask your advertising professional about other sizes, thicknesses, & finishes.

**Place an Order:**

734.975.9935 or [mswprint.com/order](http://mswprint.com/order)

## Folders, Flyers & Brochures

### Flyers & Brochures

One-sided or Two-sided full-color digital printing.  
100# Gloss+Matte Finish

| Size                               | 250   | 500   | 1000  | 2500  | 5000  |
|------------------------------------|-------|-------|-------|-------|-------|
| 5.5"x8.5"<br>1 side"               | \$58  | \$76  | \$103 | \$130 | \$192 |
| 5.5"x8.5"<br>2 side"               | \$77  | \$97  | \$108 | \$135 | \$195 |
| 8.5"x11"<br>1 side"                | \$77  | \$115 | \$153 | \$256 | \$353 |
| 8.5"x11"<br>2 Side"                | \$105 | \$151 | \$170 | \$277 | \$376 |
| 8.5"x11"<br>Bi-fold<br>or Tri-fold | \$120 | \$164 | \$170 | \$277 | \$385 |



### Pocket Folders

9"x12" Folders - 14pt+Matte, Includes two pockets & one card slit.

| Size                         | 100     | 250     | 500     | 1000    | 2500    |
|------------------------------|---------|---------|---------|---------|---------|
| Full-Color + Matte Finish    | \$269   | \$545   | \$649   | \$823   | \$1,579 |
| Full-Color + UV High Gloss   | \$292   | \$592   | \$703   | \$888   | \$1,696 |
| Full-Color + Silk Lamination | \$1,112 | \$1,188 | \$1,322 | \$1,596 | \$2,420 |

## Stationary Items

### Envelopes

Regular #10 Envelope on 60# uncoated white. Zero to 25% print coverage.

|                            | 250   | 500   | 1000  | 2000  | 5000    |
|----------------------------|-------|-------|-------|-------|---------|
| Normal, No Window          | \$106 | \$157 | \$259 | \$420 | \$833   |
| Normal, with Window        | \$126 | \$185 | \$286 | \$465 | \$957   |
| Security tint, No Window   | \$125 | \$182 | \$264 | \$470 | \$1,106 |
| Security tint, with Window | \$128 | \$192 | \$289 | \$520 | \$1,230 |



### Letterhead

8.5"x11" digitally-printed & trimmed with bleed on  
60# uncoated 94 bright white.

|        | 250   | 500   | 1000  | 2500  | 5000  |
|--------|-------|-------|-------|-------|-------|
| 1 Side | \$111 | \$135 | \$181 | \$271 | \$391 |
| 2 Side | \$132 | \$172 | \$188 | \$312 | \$422 |

**Place an Order:**  
734.975.9935 or [mswprint.com/order](http://mswprint.com/order)

## Banners

### Single Custom Banners

Includes sewing, grommets and pole pockets. Solid or Blow-through material available.

| Length | 2'     | 3'     | 4'     | 5'     | 6'      | 7'      | 8'      | 10'     | 12'     | 15'     | 20'     |
|--------|--------|--------|--------|--------|---------|---------|---------|---------|---------|---------|---------|
| 1'     | \$35.8 | \$40.5 | \$45.2 | \$49.8 |         |         |         |         |         |         |         |
| 2'     | \$44.8 | \$45.3 | \$51.6 | \$57.8 | \$64.1  | \$70.3  | \$76.6  | \$89.1  | \$101.5 |         |         |
| 3'     | \$45.3 | \$54.6 | \$63.8 | \$73.1 | \$82.3  | \$91.6  | \$100.8 | \$106.6 | \$122.6 | \$146.6 | \$186.6 |
| 4'     | \$51.6 | \$63.8 | \$76.1 | \$88.3 | \$100.6 | \$112.8 | \$111.6 | \$132.8 | \$153.9 | \$185.7 | \$238.6 |

Width



### Varied Banner Series

Great for honoring individuals within a group. Includes changing printed graphic.

| Size    | 2-4    | 5-9    | 10-24  | 25-49  | 50-99  | 100+ |
|---------|--------|--------|--------|--------|--------|------|
| 18"x24" | \$30.0 | \$22.5 | \$18.8 | \$16.4 | \$14.8 | Call |
| 18"x36" | \$37.0 | \$29.0 | \$25.0 | \$22.2 | \$20.3 | Call |
| 24"x36" | \$35.2 | \$27.3 | \$23.4 | \$20.7 | \$18.9 | Call |
| 24"x48" | \$42.0 | \$33.3 | \$29.0 | \$26.0 | \$23.8 | Call |

### Repeated Banners

Great-priced repeat banners for posting in multiple locations.

| Size  | 2-4    | 5-9    | 10-24  | 25-49  | 50-99  | 100+ |
|-------|--------|--------|--------|--------|--------|------|
| 3'x1' | \$28.0 | \$19.8 | \$16.5 | \$14.3 | \$13.1 | Call |
| 4'x2' | \$39.0 | \$30.3 | \$26.5 | \$23.7 | \$22.0 | Call |
| 6'x2' | \$51.5 | \$42.2 | \$37.8 | \$34.4 | \$32.0 | Call |
| 8'x4' | \$99.0 | \$87.3 | \$80.5 | \$74.8 | \$70.0 | Call |



### Giant Size Banners

Any banner over 4'-wide in BOTH dimensions. Printable up to 16'x150' (2,400sq-ft) without seam.

| Up to 50' | 50'-249' | 250'-999' | 1000'+ |
|-----------|----------|-----------|--------|
| \$4       | \$3.50   | \$3       | \$2.50 |

Pricing is per square foot

#### EXTRAS

9 oz. Blow-through material: **FREE!**  
Ropes: \$5  
Hanging "Arrow" cut: \$10

### Place an Order:

734.975.9935 or [mswprint.com/order](http://mswprint.com/order)



## Yard Signs

### Full Color Yard Signs

Printed onto fluted cloroplast using our digital flatbed printer. Stakes included.

| Type    | 1      | 2-4    | 5-9    | 10-24  | 25-49  | 50-99  | 100+ |
|---------|--------|--------|--------|--------|--------|--------|------|
| 1 Side  | \$36.4 | \$23.9 | \$15.9 | \$12.9 | \$10.8 | \$9.9  | Call |
| 2 Sides | \$41.6 | \$29.1 | \$20.9 | \$17.6 | \$15.3 | \$14.0 | Call |



### Varied Yard Signs Series

Changing printed copy for a series of individually-purposed signs. Stakes included.

| Type    | 2-4    | 5-9    | 10-24  | 25-49  | 50-99  | 100+ |
|---------|--------|--------|--------|--------|--------|------|
| 1 Side  | \$26.4 | \$18.9 | \$13.4 | \$13.2 | \$11.8 | Call |
| 2 Sides | \$31.6 | \$23.9 | \$20.1 | \$17.6 | \$15.6 | Call |

### High-Volume Yard Signs

These are screen-printed in one or two colors for a better unit price, & the sharpest clarity. Stakes included.

| Type             | 25-49  | 50-99  | 100-249 | 250-499 | 500-999 | 1000+  |
|------------------|--------|--------|---------|---------|---------|--------|
| 1 Side - 1 Color | \$10.6 | \$7.3  | \$5.65  | \$4.46  | \$3.73  | \$3.32 |
| 1 Side - 2 Color | \$16.4 | \$11.2 | \$9.10  | \$5.96  | \$4.98  | \$4.79 |
| 2 Side - 1 Color | \$14.6 | \$10.3 | \$8.15  | \$6.46  | \$5.23  | \$4.52 |
| 2 Side - 2 Color | \$22.4 | \$16.2 | \$14.10 | \$8.96  | \$7.38  | \$7.19 |

Mid-Run Copy Change: \$50 per color.



### Real Estate & Contractor Signs

Common sizes & material configurations for commercial use.

| 1 side   2 side      | 2-4             | 5-9             | 10-24           | 25+             |
|----------------------|-----------------|-----------------|-----------------|-----------------|
| 8"x12" PVC           | \$20.8   \$24.4 | \$12.9   \$16.4 | \$10.1   \$13.3 | \$8.19   \$11.3 |
| 24"x6" PVC           | \$20.8   \$24.4 | \$12.9   \$16.4 | \$10.1   \$13.3 | \$8.19   \$11.3 |
| 36"x6" PVC           | \$24.2   \$29.5 | \$16.1   \$21.2 | \$13.1   \$17.9 | \$11.0   \$15.6 |
| 18"x24" PVC          | \$31.7   \$40.8 | \$23.3   \$31.9 | \$19.9   \$28.1 | \$17.5   \$25.2 |
| 24"x36" Foam or Coro | \$27.3   \$34.1 | \$19.1   \$25.6 | \$15.9   \$22.1 | \$13.7   \$19.5 |
| 24"x36" PVC or Dura  | \$37.5   \$49.5 | \$28.8   \$40.2 | \$25.1   \$35.9 | \$22.4   \$32.6 |
| 24"x36" Alumalite    | \$51.3   \$70.1 | \$41.9   \$59.8 | \$37.5   \$54.4 | \$34.1   \$50.1 |

**COPY CHANGE**

\$5ea

\$4ea

\$3ea

\$2.5ea

\*Mix & match multiple sizes of same material for total-quantity pricing.



#### EXTRAS

|                       |                |
|-----------------------|----------------|
| Grommets              | \$1.5 per sign |
| Drill-holes           | \$1.5 per sign |
| Affix Easel or Mounts | \$1.5 per sign |
| Wire H-frame          | \$1.5 ea       |

#### Angle-Iron Sign Frames

|                             |                      |
|-----------------------------|----------------------|
| 24"x18" Sign with 6" Rider  | \$36, \$30ea. for 2+ |
| 36"x24" Sign with x6" Rider | \$72, \$60ea. for 2+ |

### Place an Order:

734.975.9935 or [mswprint.com/order](http://mswprint.com/order)

## Custom Signs

### Event Signs

One-sided common sizes & material configurations for commercial use.

| Height | Coro   PVC         | 2-4             | 5-9             | 10-24           | 25+             |
|--------|--------------------|-----------------|-----------------|-----------------|-----------------|
| 1'x4'  |                    | \$27.5   \$38.0 | \$19.3   \$29.3 | \$16.1   \$25.5 | \$13.9   \$22.8 |
| 2'x4'  |                    | \$31.6   \$45.1 | \$23.2   \$36.0 | \$19.7   \$31.9 | \$17.3   \$28.9 |
| 3'x4'  |                    | \$39.9   \$59.7 | \$31.1   \$49.9 | \$27.3   \$45.1 | \$24.4   \$41.2 |
| 2'x6'  |                    | \$40.2   \$60.3 | \$31.4   \$50.4 | \$27.5   \$45.6 | \$24.7   \$41.7 |
| 2'x8'  |                    | \$48.9   \$75.4 | \$39.6   \$64.8 | \$35.5   \$59.2 | \$32.1   \$54.6 |
| 3'x6'  |                    | \$52.6   \$81.9 | \$43.1   \$70.9 | \$38.6   \$65.0 | \$35.2   \$60.1 |
| 4'x8'  |                    | \$81.6   \$133  | \$70.7   \$119  | \$64.7   \$111  | \$59.8   \$103  |
|        | <b>COPY CHANGE</b> | <b>\$5ea</b>    | <b>\$4ea</b>    | <b>\$3ea</b>    | <b>\$2.5ea</b>  |

\*Mix & match multiple sizes of same material for total-quantity pricing.



### Single Custom Signs - Temporary

Foam or Corrugated Sign Board, or No-Curl Polystyrene Poster  
Vibrant, permanent print on low-durability material. For short-term use indoors (all) or outdoors (coroplast/poly).

| Height | Width | 1.5'            | 2'              | 2.5'            | 3'              | 3.5'            |
|--------|-------|-----------------|-----------------|-----------------|-----------------|-----------------|
|        |       |                 | 1 side   2 side |                 |                 |                 |
| 1'     |       | \$31.6   \$34.4 | \$33.3   \$36.9 | \$35.0   \$39.5 | \$36.6   \$42.0 | \$38.3   \$44.5 |
| 1.5'   |       | \$34.0   \$38.0 | \$36.4   \$41.6 | \$38.8   \$45.2 | \$41.2   \$48.8 | \$38.2   \$44.3 |
| 2'     |       | \$36.4   \$41.6 | \$39.5   \$46.3 | \$42.6   \$51.0 | \$39.7   \$46.6 | \$41.9   \$49.8 |
| 2.5'   |       | \$38.8   \$45.2 | \$42.6   \$51.0 | \$40.2   \$47.3 | \$42.9   \$51.3 | \$45.6   \$55.3 |
| 3'     |       | \$41.2   \$48.8 | \$39.7   \$46.6 | \$42.9   \$51.3 | \$46.1   \$56.1 | \$49.2   \$60.8 |
| 4'     |       | \$39.9   \$46.8 | \$44.1   \$53.1 | \$48.2   \$59.3 | \$52.4   \$65.6 | \$56.6   \$71.8 |



| Height | Width | 4'              | 5'              | 6'              | 7'              | 8'              |
|--------|-------|-----------------|-----------------|-----------------|-----------------|-----------------|
|        |       |                 | 1 side   2 side |                 |                 |                 |
| 1'     |       | \$40.0   \$47.0 | \$38.1   \$44.1 | \$40.4   \$47.6 |                 |                 |
| 1.5'   |       | \$39.9   \$46.8 | \$43.2   \$51.8 | \$46.6   \$56.8 |                 |                 |
| 2'     |       | \$44.1   \$53.1 | \$48.4   \$59.6 | \$52.7   \$66.1 | \$57.1   \$72.6 | \$61.4   \$79.1 |
| 2.5'   |       | \$48.2   \$59.3 | \$53.6   \$67.3 | \$58.9   \$75.3 | \$64.2   \$83.3 | \$69.6   \$91.3 |
| 3'     |       | \$52.4   \$65.6 | \$58.7   \$75.1 | \$65.1   \$84.6 | \$71.4   \$94.1 | \$77.7   \$104  |
| 4'     |       | \$60.7   \$78.1 | \$69.1   \$90.6 | \$77.4   \$103  | \$85.7   \$116  | \$94.1   \$128  |

#### EXTRAS

|                       |                |
|-----------------------|----------------|
| Grommets              | \$1.5 per sign |
| Drill-holes           | \$1.5 per sign |
| Affix Easel or Mounts | \$1.5 per sign |
| Wire H-frame          | \$1.5 ea       |

#### Angle-Iron Sign Frames

|                             |                      |
|-----------------------------|----------------------|
| 24"x18" Sign with 6" Rider  | \$36, \$30ea. for 2+ |
| 36"x24" Sign with x6" Rider | \$72, \$60ea. for 2+ |

Place an Order:

734.975.9935 or [mswprint.com/order](http://mswprint.com/order)

## Custom Signs

### Single Custom Signs - Lasting

Durafoam, PVC, or High-Impact Polystyrene Sign Board  
Vibrant, permanent print on dent-resistant material. For 1-3 year use indoors (all) or outdoors (PVC/HIPS).

| Height | Width           |        | 1.5'   |        | 2'     |        | 2.5'   |        | 3'     |        | 3.5' |  |
|--------|-----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------|--|
|        | 1 side   2 side |        |        |        |        |        |        |        |        |        |      |  |
| 1'     | \$35.8          | \$40.7 | \$38.7 | \$45.1 | \$41.7 | \$49.5 | \$44.6 | \$53.9 | \$47.6 | \$58.3 |      |  |
| 1.5'   | \$40.0          | \$47.0 | \$44.2 | \$53.3 | \$48.4 | \$59.6 | \$52.6 | \$65.9 | \$47.4 | \$58.1 |      |  |
| 2'     | \$44.2          | \$53.3 | \$49.7 | \$61.5 | \$55.1 | \$69.7 | \$50.0 | \$62.0 | \$53.8 | \$67.7 |      |  |
| 2.5'   | \$8.4           | \$59.6 | \$55.1 | \$69.7 | \$50.9 | \$63.3 | \$55.6 | \$70.3 | \$60.2 | \$77.3 |      |  |
| 3'     | \$52.6          | \$65.9 | \$50.0 | \$62.0 | \$55.6 | \$70.3 | \$61.1 | \$78.7 | \$66.7 | \$87.0 |      |  |
| 4'     | \$50.3          | \$62.5 | \$57.6 | \$73.4 | \$64.9 | \$84.3 | \$72.2 | \$95.3 | \$79.5 | \$106  |      |  |

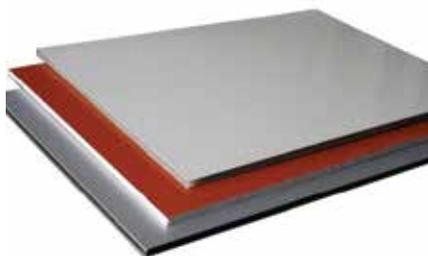
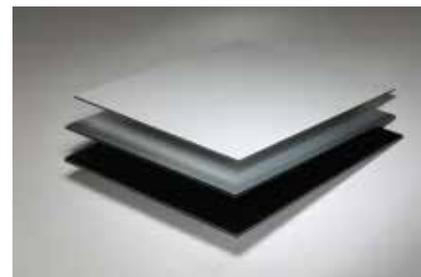


| Height | Width           |        | 4'     |        | 5'     |        | 6'     |       | 7'     |       | 8' |  |
|--------|-----------------|--------|--------|--------|--------|--------|--------|-------|--------|-------|----|--|
|        | 1 side   2 side |        |        |        |        |        |        |       |        |       |    |  |
| 1'     | \$50.5          | \$62.8 | \$47.1 | \$57.7 | \$51.2 | \$63.8 |        |       |        |       |    |  |
| 1.5'   | \$50.3          | \$62.5 | \$56.2 | \$71.2 | \$62.0 | \$80.0 |        |       |        |       |    |  |
| 2'     | \$57.6          | \$73.4 | \$65.2 | \$84.8 | \$72.8 | \$96.2 | \$80.4 | \$108 | \$87.9 | \$119 |    |  |
| 2.5'   | \$64.9          | \$84.3 | \$74.2 | \$98.3 | \$83.6 | \$112  | \$92.9 | \$126 | \$102  | \$140 |    |  |
| 3'     | \$72.2          | \$95.3 | \$83.3 | \$112  | \$94.4 | \$129  | \$105  | \$145 | \$117  | \$162 |    |  |
| 4'     | \$86.8          | \$117  | \$101  | \$139  | \$116  | \$161  | \$131  | \$183 | \$145  | \$205 |    |  |

### Single Custom Signs - Permanent

Brushed or White Aluminate Board - Permanent print on top-grade material. Vibrant or brushed metal finish. For 4-7 year use outdoors or 10+ years indoors.

| Height | Width           |        | 1.5'   |        | 2'     |        | 2.5'   |        | 3'     |        | 3.5' |  |
|--------|-----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------|--|
|        | 1 side   2 side |        |        |        |        |        |        |        |        |        |      |  |
| 1'     | \$41.4          | \$49.1 | \$46.0 | \$56.0 | \$50.6 | \$63.0 | \$55.3 | \$69.9 | \$59.9 | \$76.8 |      |  |
| 1.5'   | \$48.0          | \$59.0 | \$54.6 | \$68.9 | \$61.2 | \$78.8 | \$67.8 | \$88.7 | \$59.6 | \$76.4 |      |  |
| 2'     | \$54.6          | \$68.9 | \$63.2 | \$81.8 | \$71.8 | \$94.6 | \$63.7 | \$82.6 | \$69.7 | \$91.5 |      |  |
| 2.5'   | \$61.2          | \$78.8 | \$71.8 | \$94.6 | \$65.1 | \$84.7 | \$72.4 | \$95.7 | \$79.8 | \$107  |      |  |
| 3'     | \$67.8          | \$88.7 | \$63.7 | \$82.6 | \$72.4 | \$95.7 | \$81.2 | \$109  | \$89.9 | \$122  |      |  |
| 4'     | \$64.2          | \$83.3 | \$75.7 | \$101  | \$87.1 | \$118  | \$98.6 | \$135  | \$110  | \$152  |      |  |



| Height | Width           |        | 4'     |        | 5'     |        | 6'    |       | 7'    |       | 8' |  |
|--------|-----------------|--------|--------|--------|--------|--------|-------|-------|-------|-------|----|--|
|        | 1 side   2 side |        |        |        |        |        |       |       |       |       |    |  |
| 1'     | \$64.5          | \$83.8 | \$59.2 | \$75.7 | \$65.6 | \$85.4 |       |       |       |       |    |  |
| 1.5'   | \$64.2          | \$83.3 | \$73.4 | \$97.0 | \$82.5 | \$111  |       |       |       |       |    |  |
| 2'     | \$75.7          | \$101  | \$87.6 | \$118  | \$99.5 | \$136  | \$111 | \$154 | \$123 | \$172 |    |  |
| 2.5'   | \$87.1          | \$118  | \$102  | \$140  | \$116  | \$162  | \$131 | \$184 | \$146 | \$206 |    |  |
| 3'     | \$98.6          | \$135  | \$116  | \$161  | \$133  | \$187  | \$151 | \$213 | \$168 | \$240 |    |  |
| 4'     | \$121           | \$169  | \$144  | \$204  | \$167  | \$238  | \$190 | \$272 | \$213 | \$307 |    |  |

**Place an Order:**

734.975.9935 or [mswprint.com/order](http://mswprint.com/order)

## Magnets

### Promotional Magnets

One sided 14pt.

| Qty:                         | 50    | 100   | 250   | 500   | 1000    |
|------------------------------|-------|-------|-------|-------|---------|
| 3.5"x2" Business Card        | \$68  | \$78  | \$84  | \$120 | \$204   |
| 4"x3" Note Size              | \$78  | \$122 | \$148 | \$252 | \$422   |
| 4"x6" Postcard               | \$98  | \$160 | \$273 | \$439 | \$839   |
| 5.5"x8.5" Menu/Schedule Size | \$117 | \$191 | \$369 | \$653 | \$1,230 |



### Car Magnets

30 mil (.030") Car Magnets. Thicker stock & rounded corners for staying in place at high speeds.

| Qty:          | 1      | 2      | 4      | 8      |
|---------------|--------|--------|--------|--------|
| Up to 9"x9"   | \$33.0 | \$18.5 | \$12.5 | \$9.4  |
| Up to 12"x18" | \$37.0 | \$25.0 | \$19.0 | \$16.3 |
| Up to 18"x24" | \$43.0 | \$31.0 | \$25.5 | \$22.3 |



### Short Run Vinyl Decals

Price any-sized Square, Rectangle, Round Block, Circle or, Oval that fits within the constraints below. White or Clear vinyl. Permanent or Removable Adhesive.

| Size     | Max Constraints                  | 1       | 2-4     | 5-9     | 10-24  | 25-49  | 50-99  | 100-249 |
|----------|----------------------------------|---------|---------|---------|--------|--------|--------|---------|
| XX-Small | 1.5"x1.5"   1"x3"                | \$35.40 | \$17.90 | \$7.38  | \$3.85 | \$1.74 | \$1.01 | \$0.66  |
| X-Small  | 1.5"x4.5"   2"x4"   3"x3"        | \$35.80 | \$18.30 | \$7.79  | \$4.26 | \$2.12 | \$1.38 | \$1.05  |
| Small    | 3"x6"   4.5"x4.5"                | \$36.50 | \$19.10 | \$8.46  | \$4.88 | \$2.71 | \$1.96 | \$1.63  |
| Medium   | 3"x9"   4"x8"   6"x6"            | \$37.50 | \$20.10 | \$9.39  | \$5.77 | \$3.66 | \$2.83 | \$2.45  |
| Large    | 5"x10"   4"x12"<br>6"x9"   8"x8" | \$39.40 | \$21.90 | \$11.20 | \$7.47 | \$5.32 | \$4.49 | \$4.03  |
| X-Large  | 6"x18"   9"x15"   12"x12"        | \$41.70 | \$24.20 | \$13.40 | \$9.73 | \$7.58 | \$6.64 | \$6.05  |

Ask your advertising professional about specialty decal materials, shapes, or quantities over 250.

### Place an Order:

734.975.9935 or [mswprint.com/order](http://mswprint.com/order)

## Decals

### Ready-to-Install Area Decals

Outer Cut solid or window perforated vinyl.

| Height > | Width > 18" |     |    | 24"  |     |    | 30"  |     |    | 36"  |     |    |
|----------|-------------|-----|----|------|-----|----|------|-----|----|------|-----|----|
|          | 1           | 2-4 | 5+ | 1    | 2-4 | 5+ | 1    | 2-4 | 5+ | 1    | 2-4 | 5+ |
| 6"       | \$41        | 26  | 16 | \$40 | 25  | 15 | \$42 | 27  | 17 | \$44 | 29  | 20 |
| 12"      | \$43        | 28  | 19 | \$47 | 32  | 23 | \$51 | 36  | 27 | \$55 | 40  | 31 |
| 18"      | \$49        | 34  | 25 | \$55 | 40  | 31 | \$60 | 46  | 37 | \$66 | 52  | 43 |
| 24"      | \$55        | 40  | 31 | \$62 | 48  | 39 | \$70 | 56  | 47 | \$63 | 50  | 41 |
| 36"      | \$66        | 52  | 43 | \$63 | 50  | 41 | \$72 | 59  | 49 | \$80 | 68  | 58 |
| 48"      | \$63        | 50  | 41 | \$75 | 62  | 53 | \$86 | 74  | 64 | \$98 | 86  | 75 |



| Height > | Width > 48" |     |    | 60"   |     |     | 72"   |     |     | 96"   |     |     |
|----------|-------------|-----|----|-------|-----|-----|-------|-----|-----|-------|-----|-----|
|          | 1           | 2-4 | 5+ | 1     | 2-4 | 5+  | 1     | 2-4 | 5+  | 1     | 2-4 | 5+  |
| 6"       | \$48        | 33  | 24 |       |     |     |       |     |     |       |     |     |
| 12"      | \$63        | 49  | 39 | \$71  | 57  | 48  |       |     |     |       |     |     |
| 18"      | \$63        | 50  | 41 | \$72  | 59  | 50  | \$81  | 69  | 59  |       |     |     |
| 24"      | \$75        | 62  | 53 | \$86  | 74  | 64  | \$98  | 86  | 75  | \$122 | 110 | 98  |
| 36"      | \$98        | 86  | 75 | \$116 | 103 | 92  | \$133 | 121 | 108 | \$169 | 156 | 142 |
| 48"      | \$121       | 109 | 97 | \$144 | 132 | 119 | \$168 | 155 | 141 | \$192 | 179 | 165 |

### Jumbo Ready-to-Install Detail-Cut Decals

Die-cut printed or solid-color vinyl on transfer tape.

| Height > | Width > 18" |     |    | 24"  |     |    | 30"   |     |    | 36"   |     |    |
|----------|-------------|-----|----|------|-----|----|-------|-----|----|-------|-----|----|
|          | 1           | 2-4 | 5+ | 1    | 2-4 | 5+ | 1     | 2-4 | 5+ | 1     | 2-4 | 5+ |
| 6"       | \$51        | 33  | 22 | \$50 | 32  | 21 | \$52  | 34  | 23 | \$54  | 36  | 26 |
| 12"      | \$53        | 36  | 25 | \$57 | 37  | 26 | \$61  | 44  | 34 | \$65  | 47  | 39 |
| 18"      | \$59        | 42  | 32 | \$65 | 47  | 38 | \$70  | 54  | 45 | \$76  | 60  | 51 |
| 24"      | \$65        | 47  | 38 | \$72 | 56  | 47 | \$79  | 65  | 56 | \$73  | 59  | 50 |
| 36"      | \$76        | 60  | 51 | \$73 | 59  | 50 | \$83  | 70  | 61 | \$94  | 81  | 72 |
| 48"      | \$73        | 60  | 51 | \$87 | 74  | 65 | \$101 | 89  | 79 | \$116 | 103 | 93 |



| Height > | Width > 48" |     |     | 60"   |     |     | 72"   |     |     | 96"   |     |     |
|----------|-------------|-----|-----|-------|-----|-----|-------|-----|-----|-------|-----|-----|
|          | 1           | 2-4 | 5+  | 1     | 2-4 | 5+  | 1     | 2-4 | 5+  | 1     | 2-4 | 5+  |
| 6"       | \$58        | 41  | 31  |       |     |     |       |     |     |       |     |     |
| 12"      | \$72        | 57  | 48  | \$80  | 66  | 57  |       |     |     |       |     |     |
| 18"      | \$73        | 60  | 51  | \$84  | 71  | 62  | \$95  | 82  | 73  |       |     |     |
| 24"      | \$87        | 74  | 65  | \$102 | 89  | 79  | \$117 | 104 | 94  | \$146 | 134 | 122 |
| 36"      | \$116       | 103 | 93  | \$138 | 125 | 114 | \$160 | 148 | 135 | \$204 | 192 | 178 |
| 48"      | \$145       | 133 | 121 | \$174 | 162 | 149 | \$204 | 191 | 178 | \$239 | 227 | 212 |

**Place an Order:**

734.975.9935 or [mswprint.com/order](http://mswprint.com/order)

## Promotional Displays

### Table Cloth

Full-color dye-sublimated table covering. Printed throughout.

|                | 4'    | 6'    | 8'    | 6'-8' Convertible |
|----------------|-------|-------|-------|-------------------|
| Open Back      | \$137 | \$132 | \$159 | \$215             |
| Four Side      | \$187 | \$180 | \$192 | \$286             |
| Outdoor Canvas | \$333 | \$396 |       |                   |



### Retractable Banners

Full-color, replaceable graphic of 5'-7' adjustable height.

|                                | With Vinyl Graphic | With Prem. Fabric | Add LED Light | Add Carrying Case |
|--------------------------------|--------------------|-------------------|---------------|-------------------|
| Blade Lite 800<br>31.5"-wide   | \$179              | \$236             | \$66          | \$167             |
| Blade Lite 1000<br>39.25"-wide | \$223              | \$289             | \$66          | \$167             |
| Blade Lite 1500<br>59"-wide    | \$321              | \$415             | \$66          | \$167             |

### Tents

Full-color canopy graphic, printed throughout. Easy up & down. Carrying Case included.

|                       | Tent+Case | Blank Half Wall | Printed Half Wall Blank | Full Wall | Printed Full Wall |
|-----------------------|-----------|-----------------|-------------------------|-----------|-------------------|
| 10' Economy Steel     | \$829     | \$78            | \$242                   | \$45      | \$255             |
| 10' Standard Aluminum | \$898     | \$78            | \$242                   | \$45      | \$255             |
| 20' Standard Aluminum | \$1,669   | \$196           | \$464                   | \$80      | \$533             |



### Flags

Sublimated polyester flag with canvas head & brass grommets for work with any pole.

|       | 1 Sided | 2 Sided | 1     | 2-5   | 6-11  | 12+   |       |       |
|-------|---------|---------|-------|-------|-------|-------|-------|-------|
| 2'x3' | \$95    | 153     | \$90  | 148   | \$85  | 142   | \$80  | 137   |
| 3'x5' | \$140   | 204     | \$135 | 198   | \$124 | 188   | \$114 | 178   |
| 4'x6' | \$183   | \$244   | \$178 | \$239 | \$167 | \$228 | \$157 | \$218 |
| 5'x8' | \$214   | \$290   | \$209 | \$285 | \$198 | \$274 | \$188 | \$264 |

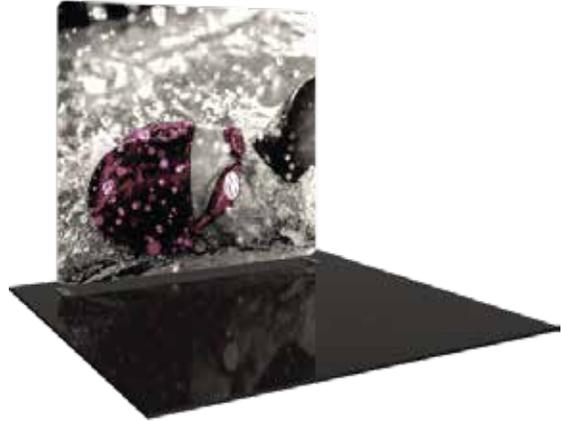
Place an Order:

734.975.9935 or [mswprint.com/order](http://mswprint.com/order)

## Promotional Displays

### Backdrops

Full-color printing on fabric that fits to hardware skeleton. Includes carry case.



|                           | Straight | Curve | S-Curve | 2 Side Straight |
|---------------------------|----------|-------|---------|-----------------|
| 6'x5' for Tabletop        | \$338    | \$352 |         | \$433           |
| 8' Backdrop               | \$650    | \$622 |         | \$823           |
| 10' Backdrop              | \$763    | \$679 | \$823   | \$982           |
| Backlit 10' Hopup Display | \$1,999  |       |         |                 |



### Bags & Totes

One Color, two-sided imprint, 16"x16" tote bags

|                                 | 12-24   | 25-49  | 50-74  | 75-149 | 150-249 | 250+   |
|---------------------------------|---------|--------|--------|--------|---------|--------|
| Bargain 6oz Cotton Tote         | \$7.98  | \$6.18 | \$5.68 | \$5.32 | \$4.08  | \$3.88 |
| Standard 6oz Cotton Tote        | \$9.14  | \$7.34 | \$6.84 | \$6.48 | \$5.24  | \$5.04 |
| Large Gusseted 10oz Cotton Tote | \$11.14 | \$9.34 | \$8.84 | \$8.48 | \$7.24  | \$7.04 |
| Per Additional Color (\$20).    | \$1.50  | \$0.80 | \$0.80 | \$0.55 | \$0.50  | \$0.45 |

### Extras

Additional items for your promotional needs.

|   |       |
|---|-------|
| 2 Side A-frame for 24"x36" Street Signs | \$102 |
| 7' Two-sided Feather Flag (with stake)  | \$306 |
| 7' Two-sided Feather Flag (with base)   | \$335 |



**Need Handout Items for your Next Event too?**

Visit: [www.mswstore.com](http://www.mswstore.com)

For more ideas and pricing on thousands of promotional items.

**Place an Order:**

734.975.9935 or [mswprint.com/order](http://mswprint.com/order)

## Package Deals

Design Services are not included. See page 19 for options.



### The Contractor Hook-Up

2 Vehicle Door Stickers  
or Magnets<sup>1</sup>

10 Yard Signs<sup>5</sup>

3 Embroidered Polos<sup>2</sup>

**\$350**  
BASIC

4 Vehicle Door Stickers  
or Magnets<sup>1</sup>

15 Yard Signs<sup>5</sup>

3 Embroidered Polos<sup>2</sup>

12 Work T-shirts<sup>3</sup>

**\$650**  
BETTER

6 Vehicle Door Stickers  
or Magnets<sup>2</sup>

25 Yard Signs<sup>5</sup>

36"x24" Iron Frame Sign<sup>5</sup>

6 Embroidered Polos<sup>2</sup>

25 Work T-Shirts<sup>3</sup>

**\$1250**  
BEST!

### Set for the Event

8' Open Back  
Tablecloth

31.5" wide Full-Hieght  
Retractable Banner<sup>4</sup>

250 4"x6" postcards<sup>5</sup>

**\$350**  
BASIC

8' Open Back Tablecloth

39.25"-Wide Full-Hieght  
Retractable Banner<sup>4</sup>

500 4"x6" Postcards<sup>5</sup>

25 Give-Away T-Shirts or,  
Basic Hat<sup>3</sup>

**\$650**  
BETTER



8' Open Back  
Tablecloth

8' Curved Backdrop

1000 Flyers, Tri-fold  
Brochures or, 4"x6" postcards<sup>5</sup>

50 Give-Away T-Shirts or,  
Basic Hat<sup>3</sup>

**\$1250**  
BEST!

Footnotes:

- 1: Up to 24" x 24", die cut vinyl or, outer cut magnet
- 2: "Knit Polo" or "Sport Polo" with chest logo (Pg. 6)
- 3: One Color Front, "Cotton T" or "Soft T" (Pg. 4)
- 4: With vinyl graphic (Pg. 15)
- 5: Two-Sided, Full Color
- 6: Standard Tote (Pg. 16)

Place an Order:

734.975.9935 or [mswprint.com/order](http://mswprint.com/order)

## Package Deals

Design Services are not included. See page 19 for options.



### New in Town

500 Letterhead

500 Envelopes

250 Business Cards <sup>5</sup>

Outer Die-Cut Door sticker (up to 24"x12")

**\$350**  
BASIC

1000 Letterhead

1000 Envelopes

500 Business Cards (up to 2 names) <sup>5</sup>

Outer Die-Cut Door sticker (up to 24"x18")

6'x3' Banner (or smaller)

**\$650**  
BETTER

1000 Letterhead

2000 Envelopes

2500 Business Cards (up to 5 names) <sup>5</sup>

500 Business Card Magnets

2 Varying Die-Cut Door sticker (up to 24"x18")

Two-sided 3'x5' Flag

12'x4' Banner (or smaller)

**\$1250**  
BEST!

### Launch Kit!



1000 4" x 6" Postcards <sup>5</sup>

500 Flyers/Brochures <sup>5</sup>

One 2' x 3' Gatorform Presentation Sign Board

50 3"x 3" Stickers/Decals

**\$350**  
BASIC

1000 4" x 6" Postcards <sup>5</sup>

1000 Flyers/Brochures <sup>5</sup>

39.25" Retractable Banner

50 - 3" x 3" Stickers/Decals

12 Tote Bags <sup>6</sup>

**\$650**  
BETTER

1000 4" x 6" Postcards <sup>5</sup>

1000 Flyers/Brochures <sup>5</sup>

100 pocket Folders

39.25" Retractable Banner

100 - 3" x 3" Stickers/Decals

25 Embroidery T-Shirts or Basic Hats <sup>3</sup>

25 Tote Bags <sup>6</sup>

**\$1250**  
BEST!

Place an Order:  
734.975.9935 or [mswprint.com/order](http://mswprint.com/order)

## Design Services

### TOUCH - \$15 5-15 minutes

- Minimum Art Charge if File is not 100% press-ready.
- Minimal customer-specified cropping, resizing, typing, or colorizing.
- No creativity or art skill required.
- Proofing is complimentary.
- Also for Extra Changes up to 15min.

### SETUP - \$45 15-45 minutes

- Non-vector file submitted where high-resolution is required.
- Moderate cropping, resizing, repositioning, typing, or colorizing required.
- Minimal creativity or artistic skill involved.
- No copy-writing involved.
- Proofing may yield change. Two basic rounds are complimentary. Conceptual change requires extra charge.

### CREATE - \$150 90-180 minutes (1.5-3 hours)

- For original campaign artwork OR Multiple varying original compositions.
- Moderate creativity & artistic skill, as well as considerable time, involved.
- Client/Artist Interfacing may be involved.
- Proofing may yield change. Three basic rounds are complimentary, including one conceptual change if specific.

### CUSTOM - \$60+ 45+ minutes

- Not defined easily above & Client agrees to be billed by time.
- \$15 per quarter-hour, \$60 minimum.
- \$15 per additional proof or, third+ round of changes.

### PRE-SETUP - \$30 15-30 minutes

- Customer specified cropping, resizing, typing, or colorizing required.
- Minimal artistic skill required.
- Proofing is complimentary.
- Simple Vectorization required.

### COMPOSE - \$90 45-90 minutes (up to 1.5 hours)

- Original rich piece needed, brand identity is already defined.
- Moderate creativity or artistic skill involved.
- Vectorization, and minimal illustration or copy-writing may be involved.
- Proofing may yield change. Two basic rounds are complimentary, including one conceptual change if specific.

### COLLABORATE - \$300 180 360 minutes (3-6 hours)

- Complete brand identity OR Comprehensive original campaign artwork.
- Heavy creativity & artistic expertise, as well as moderate illustration & copy-writing involved.
- Direct Artist/Client interfacing involved:
  - 1) Artist receives goals/intention direct from Client —in meeting or verbal call.
  - 2) Artist presents 2-6 conceptual sketches to Client. Open discussion.
  - 3) Client gives specific direction based on sketches for Artist to create 1-3 final choices.
  - 4) Final choice is made, up to three rounds of basic changes are complimentary.

#### Place an Order:

734.975.9935 or [mswprint.com/order](http://mswprint.com/order)

## Shirt Ink Color Selection:

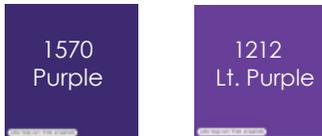
### Neutral & Natural



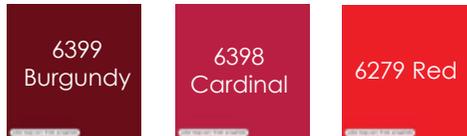
### Blues



### Violets



### Reds



### Greens



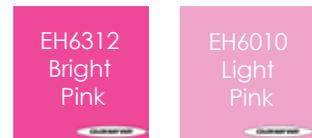
### Yellows



### Oranges



### Pinks



Off- Palette Mix: \$30 (color- exactness not guaranteed)

Exact PMS Match: \$50

## Art Requirements:

### COMMERCIAL PRINTING

**File type:** .pdf  
**Fonts:** Flattened or Outlines  
**Bleed:** +1/16" hairline, adding 1/8" in each dimension. No crop-marks.

**Ex:** For 4"x6" postcard, submit flat .pdf size 4.125"x6.125" with the 4"x6" live-area centered, no crop-marks. "mswprint.com/upload or orders@mswprint.com  
**REJECTED FILES SUBJECT TO \$15-45 ART FEE."**

### T-SHIRT SCREEN PRINTING

**File type:** .ai, .eps, vector .pdf  
**Fonts:** Outlined.  
**Other:** Identify & Separate colors. Provide mockup or clear position description."  
 "mswprint.com/upload or orders@mswprint.com  
**REJECTED FILES SUBJECT TO \$15-45 ART FEE."**

### SIGNS & BANNERS

**File type:** .ai, .eps, .pdf (preferred) FULL-SIZE: .jpg (accepted).  
**Fonts:** Flattened or Outlines.  
**Other:** Check size & aspect-ratio.  
**For non-vector images:** 150dpi is preferred. (1,200dpi-capable).  
 "mswprint.com/upload or orders@mswprint.com  
**REJECTED FILES SUBJECT TO \$15-45 ART FEE."**

Visit: [mswprint.com/specs](http://mswprint.com/specs) - for downloadable templates.

**Place an Order:**  
 734.975.9935 or [mswprint.com/order](http://mswprint.com/order)





## Roll Selection

Non-rigid material for banners, graphics, posters, matting & more. Up to 60" wide.

- Weather-Resistant
- Available in Clear
- Factory colors Available (Must purchase roll outright)

## Decal Material

### Permanent Adhesive

Printed & die-cut vinyl for most decal applications.

### Removable Adhesive

Printed & outer-cut vinyl for semi-permanent decal applications. Reposition without damaging material.

### Static Cling

Printed & outer-cut for temporary decal applications on indoor surfaces.

### Window Perf

Printed vinyl screening for window applications that cover large areas. Good for shading indoor spaces.

### 3M ControItac®

Premium vinyl product made to adhere well to vehicle contours & hold color with extended UV exposure. Removes clean without damaging paint.

## Banner Material

### 13oz Banner

Go-to material for most indoor or outdoor banners.

### Blockout Banner

Heavier, smooth-backed banner for greater durability or two-sided printing.

### Blow-Through banner

Banner screen best-suited for outdoor winds.

## Gallery Material

### Art Paper

Print up to 1200dpi on fine art paper, well-suited for matting & framing.

### Canvas

Print up to 1200dpi on premium canvass well-suited for stretching or hanging.

### No-curl Poster Polystyrene

Heavy, tear-resistant printed matte white film for indoor or outdoor display. Can hole-punch or grommet, great for commercial use.

### Place an Order:

734.975.9935 or [mswprint.com/order](https://mswprint.com/order)



## Substrate Selection:

Rigid material for Signs and more.  
 Printable up to 48" x 96".

Weather Resistance

### Temporary

#### Coroplast

Fluted plastic corrugate for yard signs, etc.  
 Lightweight & rigid but flexible.  
 Can take stakes or grommets.

#### Fomecore

Printable foam board.  
 Made for brilliant indoor displays.  
 Lightweight, rigid, & dent-prone.

#### Hi-Impact Poly

Hard plastic sheet for thin sign inserts & displays.  
 Lightweight & rigid but flexible.  
 Can be holepunched.

### Lasting

#### Styrene

Brilliant-printed semi-rigid foamed plastic.  
 Indoor/Outdoor, but prone to heat-warp or sag.  
 Light-to-mid weight.  
 Takes nails or screws.

#### Gatorfoam

Midweight rigid foam board that is dent-resistant for lasting brilliant indoor displays.

#### Dense PVC

Highly-rigid printed plastic for long term indoor or outdoor displays.  
 Mid-to-heavy weight.  
 Can be drilled.

### Permanent

#### White Alumalite

Highly-rigid weatherproof metal-plastic composite.  
 Premier material for brightly-printed outdoor displays.  
 Heavy weight. Can be drilled.

#### Brushed Alumalite

Same as white alumalite, with brushed metal finish.  
 Printable, but images appear slightly-muted.

#### Clear Acrylic

Clear high-density plastic for beautiful back-printed images which are viewable & protected through the material itself.  
 Heavy weight, drillable.

### Catalog & Custom Items

#### Catalog Substrates

Ask your advertising professional about pre-finished printable blanks for highly-specific applications.

#### Custom Items

Customer items can be provided as long as they contain nothing protruding above a smooth print-surface.

#### Place an Order:

734.975.9935 or [mswprint.com/order](http://mswprint.com/order)



**MSWPRINT**.COM  
INNOVATIVE DESIGN & PRINT SOLUTIONS

Better Faster Beautiful

PRODUCT CATALOG

2019-2020

