

## General Apparel Pricing Guide

MSRPs typically refer to those at preferred supplier [www.AlphaBroder.com](http://www.AlphaBroder.com).

Customer is encouraged to browse catalog for ideas & options.

### 1. Set-up Charges – per order

Screen Charge	\$20 per color per imprint location
Ink Color Change	\$15 per mid-run change
Embroidery Digitization (1x, not charged for repeat orders)	\$30 Small, \$45 Large

### 2. Run Charges – per item

Use garment MSRPs plus embellishment rates below.

**For customer-supplied garments, multiply Run Charges x1.5.**

Run Quantity Combine different items with identical prints for higher quantity discounts	First Color per Location	Additional Color (Each) per Location	Embroidery per 1,000 Stitch  Typ. Small: \$7.5ea
<b>1-11</b>	CALL	CALL	1
<b>12-24</b>	3.00	1.50	1
<b>25-49</b>	2.10	.80	1
<b>50-74</b>	1.85	.55	1
<b>75-149</b>	1.65	.50	1
<b>150-249</b>	1.05	.45	.96
<b>250-499</b>	.95	.43	.92
<b>500-999</b>	.82	.35	.88
<b>1000-2499</b>	.73	.25	.85
<b>2500+</b>	CALL	CALL	CALL

**3. Open Retail Rates Shown. Discount from total for special circumstance or client.**