

**Ed Zagorac**  
National Sales Manager



***MODERN LITHO-PRINT CO.***

411 Madison Street • Jefferson City, MO 65101  
(314) 635-6119 • 800-456-5867 • FAX (314) 636-2655



## MODERN LITHO-PRINT CO.

November 14, 1995

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Jefferson City, MO 65101

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800-456-5867  
FAX (314) 636-2655

TO: Mike Law  
Vietnam Helicopter Pilots Association  
6969 W. Yale, Unite 72  
Denver, CO 80227

DESCRIPTION: **Membership Directory**  
QUANTITY: 5,000  
SIZE: 8 1/2 x 11  
NO. PAGES: 368 Pages plus cover  
COMPOSITION: Camera ready  
TEXT STOCK: 50 lb. White Southshore Offset  
TEXT INK: Black printed throughout  
COVER STOCK: 10 pt. Sterling coated one side cover  
COVER INK: 4-Color process plus varnish one side  
BINDERY: Perfect Bound  
  
PRICE: 5,000: \$27,377.00 plus color separations for cover  
Plus/Minus 16 Pages: \$1,326.00  
Plus/Minus 8 Pages: \$ 725.00  
Plus/Minus 4 Pages: \$ 410.00

Base Price includes one blueline proof of the complete directory

**Prepare Camera Ready** copy from database information supplied by client; includes adding client supplied logos and graphics and boxes for photographs. Client to supply samples and specifications (including placement of graphics) for each chapter. Per page price includes one page proof; changes ordered by client, not the fault of MLP, would be billed at \$50 per hour (see Other). MLP will provide, 2 months prior to beginning production, a test run for each chapter at no additional charge. **Per page charge of \$5.50; based on 371 pages: \$2,040.50**

Continued on next page:

This quotation is based on current paper cost, and is subject to review when the order is completed. Large solids, screens, reverses, special layouts, resizing of furnished artwork and outlining of photographs will add additional costs.

**This Quotation is subject to printing Trade Customs as stated on reverse side.**

*Creative Lithographers Since 1937*



# TRADE CUSTOMS of the PRINTING AND LITHOGRAPHIC INDUSTRIES

## 1. QUOTATION

A quotation not accepted within sixty (60) days is subject to review. All prices are based on material costs at the time of quotation.

## 2. ORDERS

Orders regularly placed, verbal or written, cannot be canceled except upon terms that will compensate printer against loss incurred in reliance of that order.

## 3. EXPERIMENTAL WORK

Experimental or preliminary work performed at the customer's request will be charged for at current rates and may not be used until the printer has been reimbursed in full for the amount of the charges billed.

## 4. CREATIVE WORK

Creative work, such as sketches, copy, dummies, and all preparatory work developed and furnished by the printer, shall remain his exclusive property and no use of same shall be made, nor any ideas obtained therefrom be used, except upon compensation to be determined by the printer, and not expressly identified and included in the selling price.

## 5. CONDITION OF COPY

Upon receipt of original copy or manuscript, should it be evident that the condition of the copy differs from that which has been originally described and consequently quoted, the original quotation shall be rendered void and a new quotation issued.

## 6. PREPARATORY MATERIALS

Working mechanical art, type, negatives, positives, flats, plates, and other items when supplied by the printer, shall remain his exclusive property unless otherwise agreed in writing.

## 7. ALTERATIONS

Alterations represent work performed in addition to the original specifications. Such additional work shall be charged at current rates and be supported with documentation upon request.

## 8. PREPRESS PROOFS

Prepress proofs shall be submitted with original copy. Corrections are to be made on "master set," returned marked "O.K." or "O.K. with corrections," and signed by customer. If revised proofs are desired, request must be made when proofs are returned. Printer cannot be held responsible for errors under any or all of the following conditions: if the work is printed per customer's O.K.; if changes are communicated verbally; if customer has not ordered proofs; if the customer has failed to return proofs with indication of changes; or if the customer has instructed printer to proceed without submission of proofs.

## 9. PRESS PROOFS

Unless specifically provided in printer's quotation, press proofs will be charged for at current rates. An inspection sheet of any form can be submitted for customer approval, at no charge, provided customer is available at the press during the time of makeready. Lost press time due to customer delay, or customer changes and corrections, will be charged at current rates.

## 10. COLOR PROOFING

Because of differences in equipment, processing, proofing substrates, paper, inks, pigments, and other conditions between color proofing and production pressroom operations, a reasonable variation in color between color proofs and the completed job shall constitute acceptable delivery.

## 11. OVER RUNS AND UNDER RUNS

Over runs or under runs not to exceed 10% on quantities ordered, or the percentage agreed upon, shall constitute acceptable delivery. Printer will bill for actual quantity delivered within this tolerance. If customer requires guaranteed exact quantities, the percentage tolerance must be doubled.

## 12. CUSTOMER'S PROPERTY

The printer will maintain fire, extended coverage, vandalism, malicious mischief, and sprinkler leakage insurance on all property belonging to the

customer, while such property is in the printer's possession; printer's liability for such property shall not exceed the amount recoverable from such insurance. Customer's property of extraordinary value shall be insured through mutual agreement.

## 13. DELIVERY

Unless otherwise specified, the price quoted is for single shipment, without storage, F.O.B. local customer's place of business or F.O.B. printer's platform for out of town customers. Proposals are based on continuous and uninterrupted delivery of complete order, unless specifications distinctly state otherwise. Charges related to delivery from customer to printer, or from customer's supplier to printer, are not included in any quotations unless specified. Special priority pickup or delivery service will be provided at current rates upon customer's request. Materials delivered from customer or his suppliers are verified with delivery ticket as to cartons, packages or items shown only. The accuracy of quantities indicated on such tickets cannot be verified and printer cannot accept liability for shortage based on supplier's tickets. Title for finished work shall pass to the customer upon delivery to carrier at shipping point or upon mailing of invoices for finished work, whichever occurs first.

## 14. PRODUCTION SCHEDULES

Production schedules will be established and adhered to by customer and printer, provided that neither shall incur any liability or penalty for delays due to state of war, riot, civil disorder, fire, labor trouble, strikes, accidents, energy failure, equipment breakdown, delays of suppliers or carriers, action of Government or civil authority and acts of God or other causes beyond the control of customer or printer. Where production schedules are not adhered to by the customer, final delivery date(s) will be subject to renegotiation.

## 15. CUSTOMER FURNISHED MATERIALS

Paper stock, inks, camera copy, film, color separations, and other customer furnished material shall be manufactured, packed, and delivered to printer's specifications. Additional cost due to delays or impaired production caused by specification deficiencies shall be charged to customers.

## 16. TERMS

Payment shall be whatever was set forth in the quotation or invoice unless otherwise provided in writing. Claims for defects, damages or shortages must be in writing. Claims for defects, damages or shortages must be made by the customer in writing within a period of fifteen (15) days after delivery of all or any part of the order. Failure to make such claim within the stated period shall constitute irrevocable acceptance and an admission that they fully comply with terms, conditions, and specifications.

## 17. LIABILITY

Printer's liability shall be limited to stated selling price of any defective goods, and shall in no event include special or consequential damages, including profits (or profits lost). As security for payment of any sum due or to become due under terms of any agreement, printer shall have the right, if necessary, to retain possession of and shall have a lien on all customer property in printer's possession including work in process and finished work. The extension of credit or the acceptance of notes, trade acceptance or guarantee of payment shall not affect such security interest and lien.

## 18. INDEMNIFICATION

The customer shall indemnify and hold harmless the printer from any and all loss, cost, expense, and damages (including court costs and reasonable attorney fees) on account of any and all manner of claims, demands, actions, and proceedings that may be instituted against the printer on grounds alleging that the said printing violates any copyrights or any proprietary right of any person, or that it contains any matter that is libelous or obscene or scandalous, or invades any person's right to privacy or other personal rights, except to the extent that the printer contributed to the matter. The customer agrees, at the customer's own expense, to promptly defend and continue the defense of any such claim, demand, action or proceeding that may be brought against the printer, provided that the printer shall promptly notify the customer with respect thereto, and provided further that the printer shall give to the customer such reasonable time as the exigencies of the situation may permit in which to undertake and continue the defense thereof.





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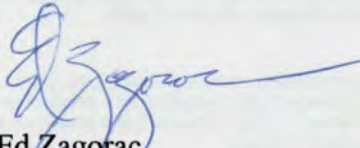
Summary of Proposal  
Vietnam Helicopter Pilots Association  
November 14, 1995

Printing and binding, 5000 copies, 368 pages plus cover	\$27,377.00
Prepare Camera Ready Copy, 371 pages	2,040.50
Bulk Mail Preparation, 5000 pieces (plus postage)	1,150.00
Prepare Custom Cover with a 10 x 12 color separation	560.00
Estimated total, based on MLP doing Camera Ready	\$31,127.50
A unit cost of	\$6.23
Estimated total, client supplied camera ready copy	\$29,087.00
A unit cost of	\$5.82

We would require 24 work days to perform all work: prepare camera ready copy, print, bind, polybag and mail (15 work days if you supply camera ready copy). You will need to add the time you need for proofing and transit time for the proofs. Generally, a directory of this size takes 7 to 8 weeks if we prepare the camera ready copy, from the time we receive your data disk to the time it is deposited in the mail. If the client supplies camera ready copy, plan on 4 to 5 weeks.

A specific written production schedule would be developed at the beginning of the production process.

Thank you for allowing us to quote on your project. We hope we can work for you.

  
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Vietnam Helicopter Pilots Association  
Membership Directory  
Page Two  
11/14/95

**Bulk Mail Preparation.** MLP will print mailing label sheets using client supplied camera ready copy, affix client supplied Cheshire mailing labels to label sheets, ploybag individual directories with labels sheets, seal, sort, bag and deposit in the U.S. Mails at Jefferson City; Client may use MLP's Bound Printed Matter mailing indicia at no additional charge. We would estimate total postage charges and ask client to make a postage deposit with approval of the blueline proof. Mailing Preparation: **\$.23 per mailed package**, plus postage

Approximate cost of color separations:

4 x 5: \$136.25  
5 x 7: \$150.75  
6 x 9: \$166.25  
8 x 10: \$191.25  
10 x 12: \$210.00  
11 x 14: \$228.75  
12 x 18: \$293.75

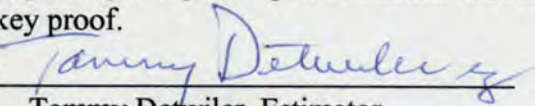
Price includes film assembly of the color separation and a match print of the photograph only. A complete color key proof of the complete cover(s) would be \$100 each.

To strip a client supplied color separation add: \$40.00/each

NOTE: These prices are based on current paper costs. Due to fluctuating paper costs, the **bid will be reviewed** when the order is placed.

OTHER: Customer changes: \$50.00 per hour  
Screens, reverses, shrinks and spreads: \$12.50 each  
PMT: \$10.50 each -or- Line art scanned: \$10.00 each  
Photographs: \$7.50 each  
Design, create, typeset, pasteup and proof special Custom Cover \$250.00 (plus color separations and colorkey proof.

Submitted by:

  
Tammy Detwiler, Estimator

This is 50 # Southside  
paper