



500 SOUTH FLORENCE ■ WICHITA, KANSAS 67209 ■ 316-942-1218

July 31, 1990

Mike Law
Executive Director, VHPA
[REDACTED] [REDACTED]

Dear Mike,

In addition to the attached estimate, I'll try here to address the other things you covered in your letter of July 18. Pertaining to your request for an "inventory of camera ready ads"; I have prepared a typical 1/8 page horizontal and 1/8 page vertical rough layout for your consideration (item I). In these sizes we could put three of each on one 8½x11 sheet (item II). Costs to produce these or similar ads break down as follows:

Type and art (one-time)	\$60.00
Negatives and stripping to create 6 up sheet(one-time)	\$60.00
Velox prints from 6 up negative	\$ 5.00 each

With the interface program we use(MacLink Plus Translators), we are unable to read the disks you sent us. I therefore asked a local service bureau to see what they could do. Item III is eight pages produced from your disks by them. The price for art comes out to \$15 per page.

Your separate line items:

Item I. I would really have to see the photos in order to give you an accurate quote, but here are some guidelines. If the "touch-up" work you mention is simply removing a scratch or isolated hickeys, the time required would probably be 1 hour for both photos. If major retouching is required (e.g., replacing a torn off corner, repairing a tear, extending a sky to make a vertical photo out of a horizontal, etc.), the time could run to 1-2 hours per photo. Time on our color workstation sells for \$80.00 per hour. This is in addition to the separation costs which are already included in your quote.

Item II. I have used 16 page increments for the add-on pages, as that is one complete signature as your directory is printed. If it makes your planning easier, think in terms of 4-page increments. The price for each additional 16 pages, 3700 quantity is \$562.00, additional 100's are \$15.00. The envelope size would not be affected by the addition of even a full 128 pages.

Item III. I contacted Kay Dawson at Contemporary Communications and gave her the mailing specs and your Colorado address. You will hear directly from her.

Item IV. Add on runs in increment of 100 will cost \$178.00. Add ons to the envelope in increments of 100 will cost \$7.50.

Item V. Unfortunately, no place in Wichita (Contemporary Communications included) offers the "rip proof" plastic mailing envelope. I have sent you a copy of last year's directory, sealed in 100 gauge shrinkwrap poly. We recently prepared an 810 page directory for the Kansas Directory of Commerce which was mailed in this manner, using 125 gauge poly. Although I mailed this to you 1st Class Mail, it should give you a pretty fair idea of survivability in the mails. Cost is \$.20 each to shrinkwrap in either 100 gauge or 125 gauge material (\$680.00).

Item VI. The production schedule should present no problem. From completion of all materials ready to shoot, strip and proof, we really only require a maximum of three weeks to produce the finished directory.

Item VII. We'll talk about this. I have no pat answer.

I usually work from one master logo for all size prints required. It is a simple task to add the R mark to this or any other artwork involving your logo.

About Section V- By using 7 pt. type on 8 pt. leading(instead of 9 pt. on 10 pt.) and 5 columns (instead of 4) we can increase the number of entries on the first page from 52 to 85 and on each subsequent page from 56 to 90, more than offsetting your expected 20% increase in size of listing (Item IV).

Section XI We should be able to fit this information into a 2 column format by reducing the type size from 9 pt. on 10 pt. leading to 8 pt. on 9 pt. leading. (See example - Item V).

I'm sure I have overlooked something in all this. I look forward to your phone call.

Cordially,



George Charlsen
Rand Publishing Co., Inc.

P.S. - Item VI is a sample of ClearCote. We do a lot of this on directory and manual covers. It is more expensive than varnish, which we did last year on your cover. If you're interested I will have it priced for your.

Enclosed/ Estimate Form

Item I - Ad layout

Item II - Ad sheet

Item III - Pages from disk

Item IV - Sec V - 5 column revision

Item V - Sec XI - 2 column revision

Item VI - ClearCote sample