

Light-Custom Line

Your fast, templated design solution for church capital campaigns.

THE SELF-DIRECTED
CAPITAL STEWARDSHIP PROGRAM

ABUNDANT
GIVING

With the **Abundant Giving** 9-item package below, items may be added and ink quantity may be upgraded. Some additional costs will occur. See A La Carte List on the last page

Light-Custom Line Package ... five 4-color item / four 1-color items...

4-Color Process on this item



Main Brochure ... 2-Panel - 17 x 11
(inside & outside shown)



PRINTED TOGETHER ON 24# TEXT

1-Color on these 3 items.

4-Color Process on these 4 items



PRINTED TOGETHER ON 24# COVER

Light-Custom Line Costs ... Design and Printing Price Benchmarks

Design-only price for the recommended package is in the first column. **With the suggested package, items may be added and ink colors can be upgraded.** Some additional costs will occur. See our **A La Carte Items** on the next page for a list of additional communication pieces. In the price chart below, we have shown printing prices for 100, 300, and 500 households as *benchmarks for budgeting purposes only*, but any household count can be estimated for this process. As shown, printing **multiple-items** together saves you money! See Printing Services on the next pages for more information.

	DESIGN COST only	PRINTING COST Multiple-Items	PRINTING COST Individual Items
Design Cost - Campaign Logo (more info a few pages ahead...or see the website for more information on these two options) Included in the Abundant Giving package, we place your campaign title into one of 9 pre-designed type-only options.	Included		
Design Cost - 9 Item Communication Package (as shown above) Included in the Abundant Giving package, are 9 communication items. All designs are created with Adobe products. All files are sent to our printer or your printer in Adobe Acrobat Reader, high-resolution format with embedded fonts, crops and bleeds.	Included		
Printing Cost - 9 Item Package ... 100 Households (as shown above)		\$1,810	\$4,630
120 Main Brochures ...4-color 120 Pledge Brochures ...4-color 120 Commit. Cards ...4-color 320 Letterheads ...1-color 120 Bookmarks ...4-color 120 No. 9 Envs ...1-color 320 Newsletter Shells ...1-color 120 Prayer Cards ...4-color 320 No.10 Envs ...1-color			prices do not include shipping
Printing Cost - 9 Item Package ... 300 Households (as shown above)		\$2,935	\$5,315
360 Main Brochures ...4-color 360 Pledge Brochures ...4-color 360 Commit. Cards ...4-color 960 Letterheads ...1-color 360 Bookmarks ...4-color 360 No. 9 Envs ...1-color 960 Newsletter Shells ...1-color 360 Prayer Cards ...4-color 960 No.10 Envs ...1-color			prices do not include shipping
Printing Cost - 9 Item Package ... 500 Households (as shown above)		\$3,735	\$6,195
600 Main Brochures ...4-color 600 Pledge Brochures ...4-color 600 Commit. Cards ...4-color 1,600 Letterheads ...1-color 600 Bookmarks ...4-color 600 No. 9 Envs ...1-color 1,600 Newsletter Shells ...1-color 600 Prayer Cards ...4-color 1,600 No.10 Envs ...1-color			prices do not include shipping

All printing is extra and not included in the Abundant Giving package.



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DESIGNING Your Campaign Logo

Choose from any of the following type designs (1-9) for your campaign logo. We will arrange your campaign theme and applicable subhead as shown. Short campaign titles (2-4 words) are preferred. Longer campaign titles may require extra work. If you desire, we can add any one of the following graphic icons (A-R) above your campaign logo. Once your logo has been designed and approved in black, we can add 1 or 2 colors to finalize it.

- | | | | | | |
|---|---|---|---|---|---|
| 1 | <u>CAMPAIGN THEME</u>
Your Subhead Goes Here | 4 | <u>Campaign Theme</u>
YOUR SUBHEAD GOES HERE | 7 | <u>CAMPAIGN THEME</u>
Your Subhead Goes Here |
| 2 | <i>Campaign Theme</i>
Your Subhead Goes Here | 5 | <i>Campaign Theme</i>
YOUR SUBHEAD GOES HERE | 8 | CAMPAIGN
THEME
YOUR SUBHEAD GOES HERE |
| 3 | Campaign Theme
YOUR SUBHEAD GOES HERE | 6 | <u>CAMPAIGN THEME</u>
Your Subhead Goes Here | 9 | <i>Campaign Theme</i>
YOUR SUBHEAD GOES HERE |
-
- | | | | | | | | | | | | |
|---|--|---|--|---|--|---|--|---|--|---|--|
| A | | D | | G | | J | | M | | P | |
| B | | E | | H | | K | | N | | O | |
| C | | F | | I | | L | | O | | R | |

DESIGNING Your Communication Materials



While the logo is being designed, **you choose one of our 250+ Themed Backgrounds** to be applied to the pre-designed layouts—see the 9 items shown at the top of page one. Also, you will receive, via email, Acrobat Reader PDF files of each major communication item (brochure, etc.). These PDF samples (from other churches) will show the possible layout options for text placement of each piece in the package *in order to help you write the text content that we will need to flow into our layouts*. Next, our designer will get your approved text and flow it into the communication items and also incorporate the newly designed campaign logo as well as limited provided photos. We will email you the designs for review. Changes can then be made of course. Upon final approval, each item is sent off to press. We provide free printing estimates for our printing services or you can use one of your local printing vendors. See bottom section for printing options. **Items can be added to the standard package at an extra design charge.** See list of A la Carte Items below.

See our 250+ Themed Backgrounds online at: www.catalystfaithworks.com/_contents/designThemes ...Minor customization of any themed design can be done at \$150/hr. **Fully-Custom Theme Designs** can also be acquired at significantly increased cost and time. Contact us for details.



A La Carte Items

Any of the communication items below can added to your campaign package to increase awareness. Call us with any requests and we will give you a price.

- | | | | |
|------------------------------------|-------------------------------------|---------------------------------|---|
| Banners / Posters | Any Size | Prayer Calendar | 11" x 8.5" |
| Bulletin Shell | 17" x 11" - folds to - 8.5" x 11" | Prayer Shower Hanger | 5.2" x 8" - or - 3.5" x 6.75" |
| Devotional Guide Cover | 11" x 8.5" - folds to - 5.5" x 8.5" | Prayer Magnet | 4.5" x 5.5" |
| Devotional Guide Text Pages | 5.5" x 8.5" | Prayer Table Tent | 5.5" x 17" - folds to - 5.5" x 6.5" |
| Event Invitation | 5.5" x 4.12" | Pocket Folder - 2 Panels | 17.4" x 11.2" - folds to - 8.7" x 11.2" |
| Event Invitation Envelope | 5.75" x 4.37" | Rendering Sheet | 8.5" x 11" |
| Large Envelope | 9" x 12" - or - 10" x 13" | Rendering Brochure | 17" x 11" - folds to - 8.5" x 11" |
| News Post Card | 8.5" x 5.5" | | |
| Note Cards | 8" x 8.5" - folds to - 4" x 8.5" | | |
| Power Point Slide Shell | 10" x 8" | | |

* **Newsletter Layout(s)** ...Black text layout for laser overprint of the 8.5" x 11" Newsletter Shell... **Only \$200.**



PRINTING Services



Catalyst Print Communications, our print management company, can take care of all your printing needs! In our Design and Printing Costs chart on page one, we have shown printing prices for 100, 300, and 500 households as *benchmarks for budgeting purposes*, but any household count can be estimated - free of charge. Printing **multiple items** together saves you money – note the dotted-lines around certain items on page one. **Why use Catalyst Print Communications?** Since we specialize in church capital campaign printing, we understand the critical timelines associated with the planned delivery dates of each communication item. Our turnkey design/printing solution starts with that end in mind.