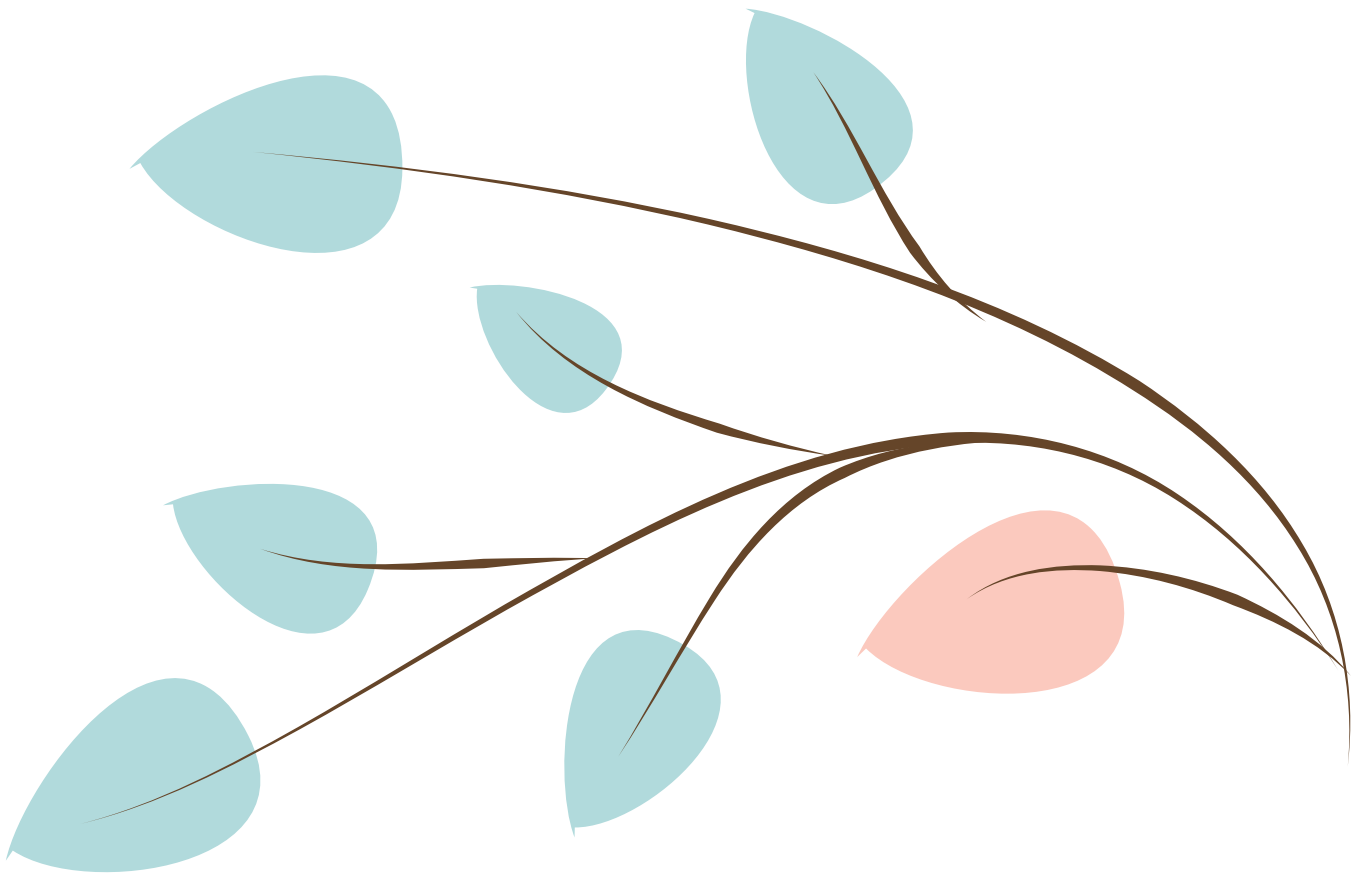


# Lolanness Design

february 2008

design ■ style ■ evolved



professional graphic  
design & printing solutions

[www.lolanness.com](http://www.lolanness.com)  
[phebe@lolanness.com](mailto:phebe@lolanness.com)



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# about ■ lolaness ■ design

A photojournalist turned technology instructor who decided that a steady income wasn't worth the lack of creative expression, I have turned to working freelance because it allows me to help others learn ... while venting my need to express myself in word and color.

In my articles, I focus on the ways that technology can enhance and enrich our lives with works ranging from pieces aimed at the professional writer to technology tutorials and crafting. Within my graphics, I try to convey a sense of fantasy paired up with simple beauty.

On a freelance basis, I continue to assist others with business packages, illustrations, and writing services. More recently, I have expanded my services to include a variety of printed products and services, which I'm able to offer the people I work with at prices that no one else can touch.

While browsing through this catalog, it is my sincere hope that you find a source of inspiration. That small spark of creative imagination that can be lit by something so small as an idea. And if you find that inspiration, I sincerely hope that you will contact me so that I can work out a product you will absolutely love.

Phebe Durand (Lolaness)

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your designs printed at prices no one can touch.

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## Premium Business Cards



A well-designed and professionally printed business card is the most important part of your professional identity. They serve as a visual introduction, and create a lasting impression that tells the world what you - and your business - is all about.

The pricing we offer on business card printing is beyond competitive ... it's the best you're going to find, and it comes with one-on-one personal service.

### Business Card Specs:

Full Size (Horizontal): 3.43" x 1.93"

Full Size (Vertical): 1.93" x 3.43"

Printed on premium 80-lb matte or glossy stock. PDF Document Proof is included in printing cost.

### Matte Cards:

Quantity	Price
250 Cards	20.00
500 Cards	30.00
1,000 Cards	40.00
1,500 Cards	45.00
2,000 Cards	50.00

### Glossy Cards:

Quantity	Price
250 Cards	30.00
500 Cards	42.00
1,000 Cards	55.00
1,500 Cards	61.00
2,000 Cards	67.00

### Additional Options:

Black & White Back Side	7.00
Color Back Side	13.00
100-lb matte stock	13.00
Foil Accent (starting at)	15.00
Electronic Business Card	2.00
Metal Card Holder	7.00

Want to make a lasting impression with your business card? Consider these ideas:

\*Add a loyalty punch area to the bottom of your design.

\*Add an appointment space to the back of your card - they'll keep your card handy!

### Foil Accents:

Foil accents add a zest to colored areas of your business card that really can't be beat. In general, foil adds brilliance and depth to colors (it's best when used on bright colors - not black or very dark ones), creating a distinctive look of sophistication.

### Foil Accents Pricing:

250 Cards	15.00
500 Cards	20.00
1,000 Cards	25.00
1,500 Cards	30.00
2,000 Cards	35.00

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## High-Quality Letterhead

Who are you? How do you look on paper? Despite the surge in email use, professionally designed printed stationery packages are crucial to making a good first impression. The purpose of letterhead and related items is to express an identity, beyond the actual words used in the message.

### Letterhead Specs:

Full Size: 8.50" x 10.98"

Printed on acid-free, 70 lb. weight, smooth finish matte text paper, 92 brightness.

PDF Document Proof is included in printing cost.



### Letterhead:

Quantity	Price
10	20.00
25	30.00
50	50.00
100	90.00
250	110.00

Plain white envelopes can be added to the order of letterhead starting at \$8.00.

Please also see the selection of professional, customized envelopes available.

If you've got your own business, you know that attracting new customers can be tough. You need high-quality marketing materials to compete with the big businesses. Presentation folders can help you create an impression that is long-lasting and gives all the information in one tidy place.

### Presentation Folder Specs:

Full (Open) Size: 20.75" x 16.56"

Printed on 200-lb. (14-pt.) UV-coated stock.

Features a die-cut business card holder and two deep pockets with reinforced sides.

PDF Document Proof is included in printing cost.



### Presentation Folders:

Quantity	Price
250	380.00
500	730.00
1,000	1000.00
1,500	1450.00
2,000	1850.00

If you're interested in presentation folders, you might want to consider our Presentation Package that includes the folders, business cards, brochures, flyers, and professional graphic design work at a reasonable price.

See the Packages for details.

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## Full-Color Brochures



Creating a brochure is part of creating your business identity. A well-designed brochure that's professionally printed can be worth a great deal more than its cost.

### Brochure Specs:

Full (Open) Size: 10.98" x 8.50"

Printed on 100 lb. text with aqueous coating

PDF Document Proof is included in printing cost.

Designing your own brochure? Keep these keys in mind to make them suitable for professional printing:

- \*Use high-resolution (300 dpi) images.
- \*Design in a graphics program - Microsoft Word or Publisher won't create files that can be printed with pro results.

### Brochures:

Quantity	Price
25	40.00
50	60.00
100	100.00
250	150.00
500	290.00

## Return Address Labels

A nicely printed return address label can do more than just save you time when you slap it on an envelope. If you ship internationally, they can be used on the customs slips. Wrap your packages? Why not use your contact info to secure the wrapping?



### Address Label Specs:

Full Size: 2.66" x 0.83"

Self-sticking; full-color, printed and delivered in sheets.

PDF Document Proof is included in printing cost.

### Presentation Folders:

Quantity	Price
140	8.00
280	16.00
420	24.00

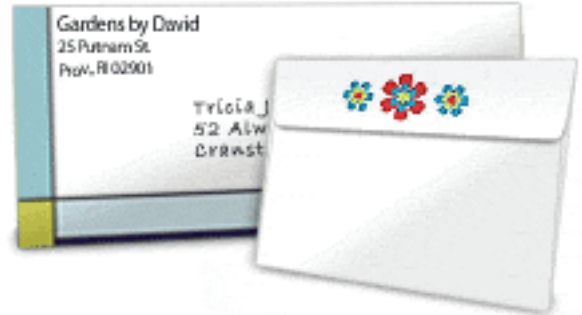
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## Custom Printed Envelopes

Custom printed envelopes enhance your image, save you time, and help you make a great impression before the envelope's even opened. All the popular sizes at great prices are available here.

### Envelope Specs:

All envelopes (each size) is printed on smooth, bright white, 70-lb. weight paper stock. PDF Document Proof is included in printing cost.



### #10 (Business Size) Envelopes:

Quantity	Price
100	45.00
200	70.00
250	80.00
300	90.00
400	95.00

### A2 (Card, Stationary Size) Envelopes:

Quantity	Price
100	45.00
200	70.00
250	75.00
300	80.00
400	85.00

### 6x9 Envelopes:

Quantity	Price
100	110.00
200	130.00
250	138.00
300	170.00
400	200.00

### Additional Options:

Pattern Security Tint	5.00
Personalized Security Tint	10.00

### #9 Envelopes:

Quantity	Price
100	45.00
200	70.00
250	80.00
300	90.00
400	95.00

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## Glossy Post Cards



Direct mail postcard marketing is one of the most versatile forms of marketing available. With its versatility, postcard marketing can serve small businesses and large companies alike.

### Business Card Specs:

Full Size (Standard): 5.47" x 4.21"  
 Full Size (Oversized): 8.50" x 5.47"  
 Printed on premium 80 lb. glossy stock.

### Post Cards with Black & White Backs

#### Standard Post Cards:

Quantity	Price
100 Cards	25.00
250 Cards	50.00
500 Cards	80.00
1,000 Cards	100.00
1,500 Cards	130.00

#### Oversized Post Cards:

Quantity	Price
50 Cards	20.00
100 Cards	35.00
250 Cards	80.00
500 Cards	140.00
1,000 Cards	200.00

### Post Cards with Color Backs

#### Standard Post Cards:

Quantity	Price
100 Cards	35.00
250 Cards	70.00
500 Cards	100.00
1,000 Cards	125.00
1,500 Cards	155.00

#### Oversized Post Cards:

Quantity	Price
50 Cards	30.00
100 Cards	50.00
250 Cards	110.00
500 Cards	170.00
1,000 Cards	240.00

Make your postcards great by keeping these tips in mind:

\*Create a reason for sending postcards before you send them (a promotion, a special offer, or an announcement).

\*Strive to be different from other messages you've seen in your industry.

\*Present a message that solves a problem and offers value.

### Postcard Printing Testimonials:

"The postcards paid for themselves one thousand fold!"  
 -Brian Smith, President, Digital Surveillance Consultants

"Definitely makes my job easier, allowing me to customize our postcards affordably and gets our company and sales staff noticed."  
 -Sharon Marie Katz, Marketing Director, Mount Vernon Mortgage

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## Glossy Rack Cards

Hotels, spas, outings, and other businesses that relate to travel and tourism should hold rack cards to be one of the most important elements in their marketing plan. In spite of their relatively low cost and simplicity, they're a proven and viable way to promote and advertise your services to travelers and vacationers.

### Rack Card Specs:

Full Size: 3.74" x 8.27"

Printed on premium 80-lb stock with glossy finish. PDF Document Proof is included in printing cost.



### Rack Cards:

Quantity	Price
50	15.00
100	30.00
250	60.00
500	90.00
750	130.00

Double your impact - a black and white back side is included in all rack card printing costs, but you can upgrade to a full color back side for only \$3.00.

## Full-Color Flyers

Mail it, hand it out, hang it up, leave it wherever prospects congregate - a flyer, printed on a simple letter-sized sheet, is among the least expensive and hardest working marketing tools ever invented.

### Presentation Folder Specs:

Full Size: 8.50" x 10.98"

Printed on 100 lb. paper stock with aqueous coating.

PDF Document Proof is included in printing cost.



### Blank or Black & White Back:

Quantity	Price
25	30.00
50	45.00
100	80.00
250	135.00
500	275.00

### Full Color Back:

Quantity	Price
25	35.00
50	55.00
100	90.00
250	150.00
500	290.00

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## Custom Printed Magnets



Magnets are great. They can be used as a promo, a marketing tool that really makes an impression and keeps your name in front of customers all year long. It's non-stop advertising at its best.

Magnet Specs:

Full Size (Small): 5.47" x 4.21"

Full Size (Large): 5.47" x 4.21"

Printed on high-quality, .4 mm vinyl.

Small Magnets:  
Quantity

Price

25	13.00
50	20.00
100	35.00
200	50.00
500	100.00

Large Magnets:  
Quantity

Price

10	13.00
20	24.00
30	33.00
40	40.00
50	50.00

## Custom Printed Ink Pens



Does it get more classic than an ink pen? And these are seriously quality pens, to boot. 4-color, 360-degree printing customizes the sleek and retractable black ink pens with comfort grip.

Pen Specs:

Full Size of Print Area: 2.75" x 1.27"

Black ink, retractable pen with comfort grip.

Ink Pens:  
Quantity

Price

1	5.00
2	9.00
3	12.00
4	14.00
5	16.00

Ink Pens:  
Quantity

Price

10	30.00
25	75.00
50	138.00
100	275.00
250	688.00

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## Note Pads

Businesses love note pads because they're an extension of their brand. Artists love them for the way that they inexpensively display artwork that can be quickly reproduced and used as a great way to keep their name circulating. No matter what your reason, here's great quality note pads at really great prices.

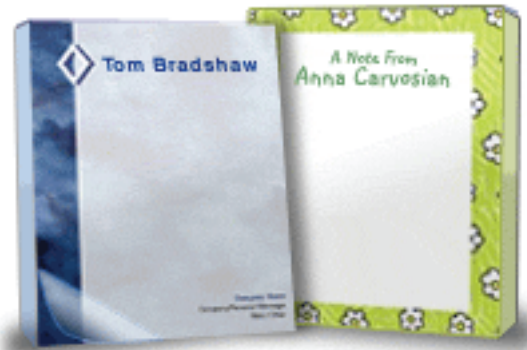
### Note Pad Specs:

Full Size: 4.21" x 5.47"

Printed on acid-free, 28 lb. weight paper with a vellum finish, 92 brightness. 50 sheets per pad. PDF Document Proof is included in printing cost.

### Note Pads:

Quantity	Price
1	8.00
2	16.00
3	24.00
4	32.00
5	35.00



## Self-Inking Rubber Stamps

Rubber stamps with an address on them save time. Stamps with a common phrase - "Paid" or "Accepted On..." do the same. Add to that the fact that these babies can support images, and you've got something really cool.

### Presentation Folder Specs:

Full Stamp Size: 2.24" x 0.83"

PDF Document Proof is included in printing cost.

### Rubber Stamps:

Quantity	Price
1	18.00
2	36.00
3	54.00
4	72.00
5	90.00
Extra Ink Pads	3.00



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## Full-Color Note Cards



With 2 sizes of flat note card and folded cards, there's something here for everyone. The flat cards are handy for quick, handwritten notes while the folded cards are perfect for a more formal greeting.

### Note Card Specs:

Full Size (Flat and Folded): 5.47" x 4.21"

Full Size (Large Flat): 8.27" x 3.74"

Printed on premium 80 lb. stock, matte finish.

### Standard Flat Note Cards:

Quantity	Price
10 Cards	8.00
20 Cards	12.00
30 Cards	17.00
40 Cards	22.00
50 Cards	27.00

### Standard Flat Cards - Linen Finish:

Quantity	Price
10 Cards	10.00
20 Cards	14.00
30 Cards	19.00
40 Cards	25.00
50 Cards	30.00

### Standard Folded Note Cards:

Quantity	Price
10 Cards	10.00
20 Cards	20.00
30 Cards	27.00
40 Cards	35.00
50 Cards	40.00

### Standard Folded Cards - Linen Finish:

Quantity	Price
10 Cards	12.00
20 Cards	22.00
30 Cards	29.00
40 Cards	38.00
50 Cards	43.00

### Large Flat Note Cards:

Quantity	Price
10 Cards	9.00
20 Cards	14.00
30 Cards	20.00
40 Cards	25.00
50 Cards	30.00

### Additional Options:

Black & White Back	FREE
Color Back Side	3.00
Glossy Finish (Standard Only)	FREE
White Envelopes	FREE
(PDF) Proof	FREE

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quality service with one goal: your vision realized.

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## General Design Work Information

Regardless of the actual design work, there are several common factors that remain the same. These factors are covered here just to make things more clear.

Please keep in mind that the price lists are not quotes. Depending on the needs of your project, the actual quote might be less than what is listed here. It's rarely higher. The best way to get a real idea of what you're looking at is to simply contact me.

### Payment Policy

All projects that are under \$100 must be paid upfront. Projects over \$100 require 50% deposit, 50% upon completion of the project. Deposit must be received before any work will begin, and payment is due in full before print work will be shipped, designs given, or websites uploaded.

### Property Rights

Projects that are performed for you, with custom graphics/designs created for you, become your property when the project is complete and all fees have been paid. The copyright remains mine, and you can not re-sell the work, but it is yours to do with as you please including manipulating the finished work, transferring it to printers other than Lolaness Design, and including it in the sale of your business if you should decide to do so.

### Product Delivery

Digital items - including custom graphics and business kits - are delivered to your verified email address within 24 hours of payment. Websites are uploaded to your server or emailed in .zip format within 24 hours of final payment. Shipped items - including all printed products - include a tracking number and are sent within 36 hours of final payment.

### Rush Fees for Design Work

Most standard projects will have a turn-around time of less than 2 weeks. Any project that is pushed ahead of previously scheduled jobs for emergency purposes will have an automatic rush fee added of \$200. Website rush fees start at \$500.

### Quotes

Included in the project quoted are all the designs included in the quote, as well as up to 3 revisions. I have established a reputation for being extremely fair, and for going above and beyond on every project in order to make the people I work with happy.

### Timelines

After a payment is made or a deposit is given, the project will be fully outlined and an estimate of the turnaround time will be provided to you. This turnaround time is affected by any materials I may need to receive from you in order to finish the project. Until I receive those materials (if necessary), the timeline is not in effect. If materials will be needed from you, they will be outlined during initial contacts.

### Samples

Digital sketches of ideas on a proposed project can be performed before any payment is made. I will provide a low-quality, sized-down preview version of the basic idea I have based on your specifications. Please be aware that this process can take up to two weeks; samples and proposals must, out of necessity, come after paid work.

### Rush Fees for Print Work

Any print project that is for a quantity of 2000 pieces or more may be ordered as a rush job for \$100 extra. This guarantees that your order will be shipped via 3-day Rush Mail within 2 days of ordering (includes design time).

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## Design Price Sheet

### Business Card Design

The designs I perform for business cards fall into two categories: professional printing, and print-at-home. Pro printing designs are delivered in 300 dpi CMYK formats suitable for a professional press. Print-at-home designs are delivered in Microsoft Word format with editable source graphics included.

Pro Print 1 sided full color design, up to 3 revisions: \$150 (2-Sided: \$300)

Print-At-Home 1 sided full color design, up to 3 revisions: \$40 (2-Sided: \$50)

### Letterhead & Envelope Design

As with business cards, I am happy to design either a professional quality or print-at-home quality set of letterhead with matching envelopes. Print quality designs are delivered in 300 dpi CMYK format, print-at-home include Word documents and editable graphics.

Pro Print Stationary: \$400

Print-At-Home Stationary: \$35

### Postcard, Rack Card, Hang Tag Design

Up to 3 revisions, 2-sided full color design, rendered in 300 dpi CMYK format.

2-Sided Full Color Postcards: \$150

### Magnet, Return Address Label, Note Pad, Note Card, and Pens Design

Delivered in full-color, 300 dpi CMYK format suitable for professional press.

Small Item Design: \$100

### Website Design

5-Page Website: \$750

10-Page Website: \$900

Shopping Cart/E-Commerce

Websites: \$1500 and up

### Tri-Fold Brochure and Flyer Design

Includes up to 3 revisions, PDF proof, and final design delivered in 300 dpi CMYK format suitable for a professional press. 2-Sided.

Full-Color Brochures/Flyers: \$500

### Presentation Folder Design

Delivered in full-color, 300 dpi CMYK format suitable for professional press.

Full-Color Folders: \$500

### Print-Ready Conversions

To achieve a truly quality print, your file needs to be in the right format. Whether you want your own design converted to print-ready format for use with the great printing prices offered here, or to submit to a local printing press, I can help you get it ready. Quotes are given based on the complexity of the project. Please contact me with an image or file that you need converted for a firm quote.

### Custom Graphics

All pure graphic projects (including logos, characters, icons, and other illustrations) are quoted based on the estimated number of hours required to complete the job, and what size and format (.jpg, .eps, etc.) the final graphic will be. Please contact me with your needs and I will provide full details.

Don't see your project listed?

Don't worry! Presented here are only the most common projects that I'm asked to perform. Send me a line with your needs and I will get back to you ASAP.

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services combined with professional printing.

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## Design & Print Packages

Offered here are just a few popular packages designed to help you get the most value out of your project. For the best ready-made package "deals", hit my Etsy page: [www.lolaness.etsy.com](http://www.lolaness.etsy.com) or contact me with the package you're looking for and I'll give you a firm quote.

### Start-a-Business Package

250 Business Cards, 140 return address labels, and 25 promo magnets. Includes design work, up to 3 revisions, PDF proofs, and professional printing. (Shipping not included)

\$75

### Etsy Package

Custom Etsy kit, 250 business cards, 140 return address labels. Includes design work, up to 3 revisions, PDF proofs, and professional printing. (Shipping not included)

\$80

### Ebay Package

Custom auction template, 250 business cards. Includes design work, up to 3 revisions, PDF proofs, and professional printing. (Shipping not included)

\$60

### Marketing Package

250 business cards, 250 brochures, 250 post cards. Includes design work, up to 3 revisions, PDF proofs, and professional printing. (Shipping not included)

\$500

### Presentation Package

250 business cards, 250 folders, 250 brochures, 250 flyers. Includes design work, up to 3 revisions, PDF proofs, and professional printing. (Shipping not included)

\$850