

PSB Gives You the "Skinny" with

EcoSmart™ News

ECONOMIZE & ENVIRONMENTALIZE YOUR NEWSLETTER



Overall Lower Cost
Environmentally Friendly
Easy to Read for People On-The-Go

An opportunity awaits you.

YOUR MESSAGE, OUR MISSION.



EcoSmart™ Newsletters

Save Money, Save the Environment, Improve Readership

By designing and printing your newsletter at a smaller size, you're saving time, money and sustainable resources.

PSB's EcoSmart™ Newsletter Program Features

- A reduced size which improves print production efficiency and in turn minimizes waste and reduces postage costs
- All EcoSmart™ newsletters are printed on FSC paper stock with soy inks, emphasizing your company's commitment to the environment and eco-friendly practices
- You highlight key articles only; secondary topics include references to your website
- An optional web version that will allow you to integrate and link your products and services directly to an application page, downloadable files and/or email requests

Grab the attention of your reader and update your newsletter format today!

It Pays to Make the Change to PSB's EcoSmart™!

With your 12-month EcoSmart™ newsletter commitment, you receive:

- Free masthead design (if necessary)
- 20% off your first order (new client discount)
- Free prewritten newsletter articles for each edition, and access to hundreds of articles in the PSB Library
- Complete copywriting and translation services available (at an additional charge)

Plus, with each EcoSmart™ Newsletter we recommend:

- HTML version of your newsletter posted on your website
- Email blast to your account holders (Emailing and hosting cost is additional)

We are happy to provide you with a custom quote. Please see below for examples.

EcoSmart™ Newsletter Sample Pricing

	Mini	Mini	Double	Double
Quantity	25,000	50,000	25,000	50,000
Paper	60# FSC	60# FSC	60# FSC	60# FSC
Color	4/4	4/4	4/4	4/4
Total Print Estimate	\$2,043	\$2,841	\$2,656	\$3,693

Design and production charges are separate. Design time is billed at \$85/hour and production is \$55/hour. You are billed for actual time spent only.

Pricing assumes usage of the same basic masthead/format from project to project.

Custom photography, photoscans and retouching can be completed at an additional cost. PSB shares in shipping costs.

HTML programming and Email digital layout are \$150/hour.



EcoSmart™ News

ECONOMIZE & ENVIRONMENTALIZE YOUR NEWSLETTER

FLAT SIZE 8 1/4" x 9 1/8" MINI or 16 1/2" x 9 1/8" DOUBLE
COLOR: 4/4 · PAPER: 60# GLOSS OR MATTE FSC STOCK
ALL FOLD TO 8 1/4" x 3"

Quantity	Single	Double
1,000	\$888	\$999
5,000	\$1,083	\$1,309
10,000	\$1,318	\$1,713
15,000	\$1,640	\$1,958
20,000	\$1,849	\$2,325
25,000	\$2,043	\$2,656
30,000	\$2,138	\$2,779
35,000	\$2,323	\$3,020
40,000	\$2,487	\$3,233
45,000	\$2,664	\$3,463
50,000	\$2,841	\$3,693
75,000	\$3,578	\$4,651
100,000	\$4,337	\$5,638

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Design is \$85/hour and production is \$55/hour.

We are dedicated to
serving you and
the environment.



PSB is acutely aware of environmental issues. As a certified-green print facility and an award recipient for ecologically-responsible business practices, we understand that the sum of our work should not exceed the total cost to the environment. From aggressive internal recycling of materials, chemicals, and resources to the use of paper stocks from responsibly managed forests, PSB leads the way. **Go to www.psonline.com/FSC/ to learn more.**



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PSB Integrated Marketing is committed to sustainable and eco-friendly business practices. We support recycling initiatives by actively recycling paper, aluminum and other materials.