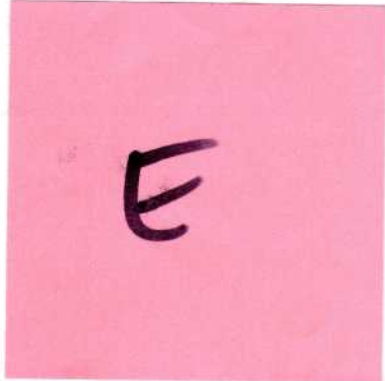


**UNION COUNTY ALLIANCE
SUMMER 1999 "DIRECTIONS" NEWSLETTER
VOLUME 1, ISSUE 1
PRODUCTION AND MAILING SERVICES DETAIL**



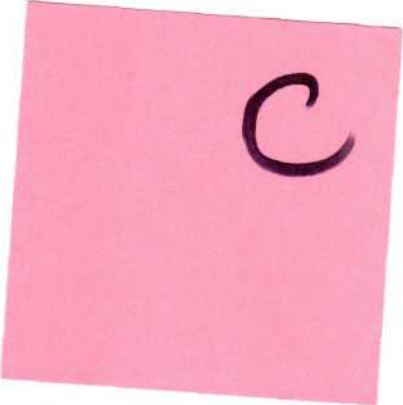
SERVICES PROVIDED

- coordinate print file requirements with Rentec Design Studio
- manufacture 8 page / 2-color tabloid newsletter
- process Union County resident file for postal patron mailing
- count newsletters in bundles of 50 and apply facing slip for delivery to designated post offices with Union County (19 drop shipments)
- return extra materials to Union County Alliance

COSTS

- 216,000 pieces @ \$147.65/m	\$31,892.40
- postage	\$22,439.86

Thank you for this opportunity to be of service.



**Proposal for "County Newsletter"
(See Rahway Review for Sample)**

Design & Format

Rentec will design and format newsletter.

Artwork

Rentec will design, format, and digitally produce county newsletter using text supplied by the County on disc. County will supply photos and illustrations to be used in the newsletter.

Note: Rentec maintains a large library of existing photography and illustrations. Rentec is also capable of producing original illustrations. Rentec can supply copyrighting and editing services on request and is also available for photo assignments.

Printing

Qty: 225,000
Two color throughout
11 X 17 page size (fold to 8 1/2 X 11)
50 # offset
Bundle in 50's

Distribution

Prep and deliver to Post Office (using County Permit #)
County will be responsible for cost of postage (DDU Rate). Non-letter, walk saturated, postal patron, profit bulk rate. (11.4 cents each.)

Cost

	<u>4 Pages</u>	<u>8 Pages</u>
Design/Format (One Time Cost)	2,000	2,000
Artwork	2,350	3,300
Printing	9,795	14,920
Distribution (Approximate)	<u>2,200</u>	<u>3,000</u>
must quote when specs are determined		
	14,365	23,220

Pricing Agreement For:
 Union County Alliance
 Quote # 1828RR

Product Specifications

Date Presented: January 16, 2002



Title: Union County Directions
Page Count: 24 Pages
Quantity: 200,000
Frequency: Quarterly
Web Size/Format: 24"/Tabloid
Fold: Flat
Paper Stock: 50 Lb. Offset
Paper Stock: Does Not Apply
Finish Size: 11" X 17"
Image Area: 10" X 16"
Color Location: 4/c Process On Form 1 & 2
Materials Supplied: Digital Files; Output Direct To Negative
Color Balance: Black Ink On Balance Of Pages
Materials Supplied: Digital Files; Output Direct To Negative
Cover: Does Not Apply
Finishing
On Line:
Off Line: Bundled & Tied
Freight: FOB A.F.L. - Voorhees, NJ 08043
 \$270.00 Additional For Trucking Cost To Union, NJ - Dock Delivery Only

Print Pricing As Follows:

4/c Process On All Pages Page Count	Print Price	Add'l 1,000
24	\$22,936.41	\$106.06

MAILING 4,053.00
 26,989.41

svo, inc.
270B Route 46
Rockaway, New Jersey 07866
973-983-8380 fax 973-983-8303



Date: April 30, 2002

To: Joe Renna
County of Union

Subject: Newsletter Postal Patron Mailing Quotation

Size: 22 x 17 overall (finish fold to 11 x 17)
Pages: 24 pages (6 - 22 x 17 sheets)
Stock: see below
Ink: **4 over 4 (4-color process)**
Finishing: collate and finish fold to 11 x 17
Artwork: disk and lasers client supplied
Quantity: 200,000
Delivery: USPS Designated Delivery Units in Union County, NJ
- approximately 19 destinations

Additional Services:

1. band newsletters in 50's
2. apply facing slips for USPS DDU deliveries
3. coordinate print file requirements with County of Union
4. process Union County resident file for postal patron mailing (client supplied)
5. return extra materials to County of Union

Stock: 50# offset
Price per m: \$352.30 x 200 \$ 70,460.
DDU deliveries: \$ 45.00 per destination x 19 \$ 855 } \$ 71,315

Prices are estimates only and subject to revision based on actual production specifications.

Thank you for this opportunity to be of service.

Rich Stender