

WHOLESALE TYPESETTING

© Copyright 2019 XLB GRAPHICS

XLB GRAPHICS

P. O. Box 242052, San Antonio, Texas 78224

ALL PRICING FOR TYPESETTING IS BASED ON BLACK AND WHITE COPY. COLORIZED AND FULL 4-COLOR PROCESS WORK IS AVAILABLE BY CUSTOM QUOTE, AND RUNS 25% HIGHER AT MINIMUM DEPENDING ON COMPLEXITY!

WHOLESALE PRICE LIST EFFECTIVE JANUARY 1, 2019

We are very pleased to supply you with this price list. Our work is of the HIGHEST QUALITY, **AT THE LOWEST PRICES!**

Our many years of experience in choosing the right type styles and using creative display techniques assure you of getting the professional and **"RESULT GETTING"** kind of work you need! Our work is always sharp, attractive, and **MOTIVATING!**

We select just the right type styles and enhancements to make your materials look their best. Be specific when ordering. **Or, turn us loose to do what is best to get the job done right... Just say "USE YOUR BEST JUDGEMENT!"**

If there is something that you need that you cannot find a price on in the materials enclosed, just write and ask for a quote.

PRODUCT #1 - "GALLEY" TYPESETTING

5¢ PER WORD!

THIS PRODUCT COULD ALSO BE CALLED "BLOCK" TYPESETTING, AND IS PERFECT FOR SELF-PUBLISHERS WHO DO THEIR OWN LAY-OUTS, PASTE-UPS, ETC. OUR RATES ARE THE LOWEST, AND VERY SIMPLE ... 5¢ PER WORD **PLUS A FLAT \$1.00 HANDLING FEE!**

EXAMPLE - 375 WORDS = \$19.75 TOTAL PRICE. 500 WORDS = \$26.00! YOU RECEIVE ONE CAMERA READY COPY. EXTRA ORIGINALS OF YOUR ORDER (UNDER 8 COLUMN INCHES) ARE ONLY 25¢, UP TO SIZE 5"x8" 50¢, AND EXTRA PRINTS SIZE 8.5"x11" & 8.5"x14" ARE \$1.00 EA.

THIS KIND OF TYPESETTING IS PERFECT FOR:

- CLASSIFIED COLUMNS • CIRCULAR BODY COPY • REPORTS

JUST ABOUT ANYTHING!

- ☆ With 1000's of type style fonts to work with, trust us to select **THE BEST** for your job, so everything will look **PROFESSIONAL!**
- ☆ **SIMPLE ACCENTS** SUCH AS BOLD, UNDERLINED, ITALICS, AND CENTERING, ETC., **ARE ALL FREE!** JUST ASK FOR WHAT YOU WANT, OR **ASK US TO USE OUR BEST JUDGEMENT!**

PLEASE NOTE: THIS PRODUCT DOES NOT INCLUDE THE USE OF COMPLEX ACCENTS SUCH AS REVERSES, HALFTONES, OR CLIP-ART!

When ordering "Galley Typesetting", state the **MAXIMUM IMAGE AREA** you want your typesetting to fit in.

JUST THINK, THE BLOCK BETWEEN THE GRAY BARS ABOVE DESCRIBING OUR PRODUCT #1 WOULD HAVE ONLY COST YOU \$10.55 TOTAL, POSTPAID!!!

PRODUCT #2 - "LETTERHEAD TYPESETTING"

"LETTERHEAD TYPESETTING - \$3.75 PPD! **LOWEST PRICE IN THE USA!** AT THIS PRICE WE WILL SUPPLY AN 8½" x 11" LAYOUT OR A 2-UP 5½" x 8½" LAYOUT... **IT'S YOUR CHOICE!**

PRODUCT #3 - "DISPLAY AD TYPESETTING"

SPECIAL EFFECTS

DECORATIVE TYPSTYLES



THIS IS WHERE YOU GET IT ALL! ANYTHING AND EVERYTHING YOU NEED, ANY WAY YOU WANT IT!

THE FOLLOWING PRICES ARE POST-PAID, AND COMPLETE!

SIZE	PRICE	NUMBER OF ORIGINALS
1" CAMERA READY AD UP TO 60 WORDS ...	\$5.00	3
2" CAMERA READY AD UP TO 120 WORDS...	\$9.00	3
3" CAMERA READY AD UP TO 180 WORDS...	\$13.00	3
4" CAMERA READY AD UP TO 240 WORDS...	\$17.00	3
5" CAMERA READY AD UP TO 300 WORDS...	\$20.00	3
(ABOVE 5" AD CAN ALSO BE TYPESET ASA 5" x 2½" AD)		
POSTCARDS (4-UP 2-SIDED ON 8½"x11" SHEET)	\$49.00	1
5" x 8" OR 8" x 5" UP TO 600 WORDS...	\$59.00	2
8" x 10" OR 10" x 8" UP TO 1000 WORDS	\$99.00	1

WRITE FOR QUOTES ON SPECIAL SIZES YOU DON'T SEE LISTED

EXTRA CAMERA READY ORIGINALS OF ANY AD UP TO 5" ARE ONLY 25¢ EACH. EXTRA 5 x 8 INCH ORIGINALS ONLY 50¢ EACH. EXTRA 8 x 10 ORIGINALS ONLY \$1.00 EACH. **EXTRA SPECIAL BONUS...** EACH AND EVERY ORIGINAL, BOTH THOSE THAT COME WITH YOUR AD ORDER AND THOSE EXTRA YOU MAY PURCHASE, WILL BE KEY CODED INDIVIDUALLY AS PER YOUR SPECIFICATIONS! NO NEED TO "SCRIBBLE" OR PASTE IN CODES AND DEPT. NUMBERS, WE DO IT FOR YOU PROFESSIONALLY, **FREE OF CHARGE!**

REMEMBER, THE LESS WORDS YOU USE, THE MORE DISPLAY WE CAN GIVE YOU!

PRODUCT #4 - "MAX PACK" TYPESETTING

WOULD YOU BELIEVE 90 WORDS IN A 1" AD?

YOUR AD WILL LOOK LIKE THIS!

CRISP & CLEAR!

ONLY \$7

90 POWERFUL WORDS - \$7.00!

DON'T BE LIMITED TO 40, 50, OR EVEN 60 WORDS. GET THE MOST FOR YOUR MONEY WHEN ADVERTISING IN PHOTO OFFSET PUBLICATIONS. WE'LL TURN YOUR 90 WORDS OR LESS INTO A 1" CLASSIFIED TYPE AD AND RUSH YOU THREE COPIES FOR ONLY \$7.00! EXTRA ORIGINALS ONLY 25¢ EACH. YOU MAY CHANGE YOUR KEY CODE ON EACH. TELL MUCH MORE OF YOUR STORY NOW!!! **THIS AD IS A SAMPLE OF OUR WORK. XLB GRAPHICS, DEPT. T201, BOX 242052, SAN ANTONIO, TEXAS 78224**

PRODUCT #5 - 1"x1" BUTTON ADS - \$4.00 EA.

SHORT HEADLINE REVERSE BACKGROUND
THIS SMALL SPACE CAN ACCOMMODATE AS MANY AS 45 WORDS TOTAL! IT MAY JUST BE THE PERFECT "FILLER" TYPE AD IF YOU DO YOUR OWN PASTE-UPS, OR LAYOUT YOUR OWN AD SHEET. OF COURSE, IF YOU USE LESS THAN 45 WORDS, WE CAN USE LARGER TYPE LIKE THIS →

LARGER HEADLINE EASIER TO READ!
AS YOU CAN SEE, IF YOU USE LESS THAN THE MAXIMUM WORD COUNT, YOU CAN GET ABOUT 35 WORDS IN TOTAL WITH A REVERSE HEADLINE THAT IS EASIER TO READ!

YOU CAN ALSO CHOOSE SMALL GRAPHICS DECORATIVE TYPESTYLES
JUST LET YOUR MIND GO WILD AND DREAM UP YOUR MINI "BUTTON AD"! Just tell us what you want, we always do our very best to please you!

Ads are "SEMI-DISPLAY", due to space limitations, and may or may not contain REVERSE HEADLINES (DEPENDING ON WORD COUNT). **XLB GRAPHICS** will use its judgment to give you **THE BEST AD POSSIBLE!**

- ★ ALL ADS ARE BORDERED!
- ★ YOU RECEIVE THREE ORIGINAL PRINTS OF EACH AD
- ★ EXTRA ORIGINAL PRINTS 25¢ EACH
- ★ FREE INDIVIDUAL "KEY" CODING OF EACH PRINT (IF REQUESTED)
- ★ 45 WORDS **MAXIMUM**
- ★ LESS WORDS, **BETTER DISPLAY!**

3 POSSIBLE EXAMPLES


PRODUCT #6 - 1/2x2 1/2 SEMI-DISPLAY ADS - \$4.00 EA.

Ads are "SEMI-DISPLAY", due to space limitations, and may or may not contain REVERSE HEADLINES (DEPENDING ON WORD COUNT). **XLB GRAPHICS** will use its judgment to give you **THE BEST AD POSSIBLE!**

- ★ ALL ADS ARE BORDERED!
- ★ YOU RECEIVE THREE ORIGINAL PRINTS OF EACH AD
- ★ EXTRA ORIGINAL PRINTS 25¢ EACH
- ★ FREE INDIVIDUAL "KEY" CODING OF EACH PRINT (IF REQUESTED)
- ★ 50 WORDS **MAXIMUM**
- ★ LESS WORDS, **BETTER DISPLAY!**

REVERSE HEADLINES ARE ALWAYS GREAT!
THIS SMALL AD IS JUST THE RIGHT SIZE TO FILL EMPTY SPACE AND SELL! MUCH BETTER THAN A CLASSIFIED AD, AND YOU CAN USE AS MANY AS 50 WORDS TO TELL YOUR STORY. WHY NOT ORDER ONE NOW? YOU MAY WISH TO USE LESS WORDS FOR LARGER TYPE!

JUST 2 SAMPLES OF PERFECT "FILLER SIZE" ADS!

 THIS SMALL AD IS JUST THE RIGHT SIZE TO FILL EMPTY SPACE AND SELL! BETTER THAN A CLASSIFIED AD, AND YOU CAN USE AS MANY AS 40 WORDS WITH A SMALL PICTURE! WHY NOT ORDER ONE NOW?

PRODUCT #7 - 1/2x5 SEMI-DISPLAY ADS - \$5.00 EA.

IF YOU ARE A PUBLISHER OR HAVE A GOOD RELATIONSHIP WITH ONE THAT WILL ACCEPT THIS SIZE AD, YOU CAN "STRETCH" YOUR 1" AD TO COVER TWO COLUMN WIDTHS WHILE STILL OCCUPYING THE SAME TRUE SPACE (BECAUSE YOUR AD IS ONLY 1/2" DEEP)! CONSULT PUBLISHERS TO SEE IF THEY WILL WORK WITH YOU AND ACCEPT THIS SIZE AD FOR THE 1" PRICE!

- ★ ALL ADS ARE BORDERED!
- ★ YOU RECEIVE THREE ORIGINAL PRINTS OF EACH AD
- ★ EXTRA ORIGINAL PRINTS 25¢ EACH
- ★ FREE INDIVIDUAL "KEY" CODING OF EACH PRINT (IF REQUESTED)
- ★ 60 WORDS **MAXIMUM**
- ★ LESS WORDS, **BETTER DISPLAY!**

THIS FANTASTIC LITTLE AD "HITS" LIKE A MUCH BIGGER AD!
LET'S FACE IT, THIS ODD SIZE AD IS EASY TO FIND "IN THE CROWD"! IT SIMPLY CUTS ACROSS THE MAJORITY AND HITS "BROADLY" TO CATCH THE EYE OF THE AVERAGE PERSON "SCANNING" THE HUNDREDS OF ADS IN TODAY'S TABLOIDS. PUT IT TO WORK FOR YOU TODAY BY SENDING US YOUR BEST 60 WORDS OR LESS! USE YOUR IMAGINATION!!

PRODUCT #8 - 1x5 FULL-DISPLAY ADS - \$9.00 EA.

- ★ ALL ADS ARE BORDERED!
- ★ YOU RECEIVE THREE ORIGINAL PRINTS OF EACH AD
- ★ EXTRA ORIGINAL PRINTS 25¢ EACH
- ★ FREE INDIVIDUAL "KEY" CODING OF EACH PRINT (IF REQUESTED)
- ★ 120 WORDS **MAXIMUM**
- ★ LESS WORDS, **BETTER DISPLAY!**

THE "ILLUSION" OF A LARGE AD BUT ONLY 2 INCHES!!!

You have an imagination... use it!
This is just a sample of how you can use this size ad to sell **two different items!**


ORDER EITHER OFFER FROM:
YOUR NAME ADDRESS

LIMITLESS POSSIBILITIES... YET ONLY TAKES UP 2 COLUMN INCHES! Sketch your best creation, send it to us, and let **XLB GRAPHICS** typeset your ad!

PRODUCT #9 - 1x7 1/2 FULL-DISPLAY ADS - \$12.00 EA.

MAKE A BIG IMPRESSION BY "SPREADING OUT" FAR AND WIDE WITH THIS REMARKABLE 3" AD!!!

Use this wonderful 3" ad to TELL ALL AND **SELL** YOUR PRODUCT. Or, follow the example in the ad above and section it off to sell 2 or 3 different products. One thing is for sure... the ODD size **WILL BE NOTICED**... **AND THAT'S WHAT YOU WANT, ISN'T IT?** Don't worry about anyone reading your ad and then forgetting where they saw it - it is **easy** to find it **again!** You just won't find many "LONG" display ads cutting across a tabloid page... **straight through all the others!**

Order anything in this ad from: YOUR NAME AND ADDRESS

- ★ ALL ADS ARE BORDERED!
- ★ YOU RECEIVE THREE ORIGINAL PRINTS OF EACH AD
- ★ EXTRA ORIGINAL PRINTS 25¢ EACH
- ★ FREE INDIVIDUAL "KEY" CODING OF EACH PRINT (IF REQUESTED)
- ★ 180 WORDS **MAXIMUM**
- ★ LESS WORDS, **BETTER DISPLAY!**

PRODUCT #10 - 1x2 1/2 FULL-REVERSE DISPLAY ADS - \$8.00 EA.

- ★ BOLD AND BEAUTIFUL FULL REVERSE ADS!
- ★ YOU RECEIVE THREE ORIGINAL PRINTS OF EACH AD
- ★ EXTRA ORIGINAL PRINTS 25¢ EACH
- ★ FREE INDIVIDUAL "KEY" CODING OF EACH PRINT (IF REQUESTED)
- ★ 45 WORDS **MAXIMUM**
- ★ LESS WORDS, **BETTER DISPLAY!**

A FULL REVERSE AD
EFFECTIVE WHEN USED IN THE MIDST OF OTHER ADS... TRULY STANDS OUT, BUT RECOMMENDED ONLY FOR 1" ADS! LIMIT 45 WORDS TOTAL TO INSURE THAT LETTERS REMAIN CRISP AND DO NOT "FILL IN". THIS MAY BE THE ATTENTION GETTER YOU NEED!

PRODUCT #11 - 1x2 1/2 PHOTO ADS - \$8.00 EA.

- ★ ALL ADS ARE BORDERED!
- ★ YOU RECEIVE THREE ORIGINAL PRINTS OF EACH AD
- ★ EXTRA ORIGINAL PRINTS 25¢ EACH
- ★ FREE INDIVIDUAL "KEY" CODING OF EACH PRINT (IF REQUESTED)
- ★ 40 WORDS **MAXIMUM**
- ★ LESS WORDS, **BETTER DISPLAY!**

IMPORTANT!



SPECIFY PORTION OF PICTURE (SUBJECT) YOU WANT IN YOUR AD BY DESCRIPTION OR BY TAPING A PIECE OF THIN PAPER TO TOP OF PHOTO AND TRACING AROUND SUBJECT



PHOTO ADS

SEND US ANY SIZE PHOTO (B&W OR COLOR) UP TO 8" x 10". PICTURE OF YOUR PRODUCT, ETC. THERE'S ONLY ONE PHOTO LIKE YOURS, SO YOUR AD **WILL LOOK DIFFERENT!** PHOTO RETURNED UNHARMED! OTHERS CHARGE \$15.00 FOR THIS, **OUR PRICE ONLY \$8.00! 40 WORDS MAXIMUM!**

ORDER ANYTHING ON THIS PAGE FROM:

XLB GRAPHICS • P.O. Box 242052 • San Antonio, Texas 78224