



STEEL PETAL PRESS  
*urban letterpress boutique*



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PRICING AND CUSTOMIZATION GUIDE

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# WELCOME

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At Steel Petal Press we understand the impact of beauty, good design, high quality custom paper products and fantastic customer service. Whatever your style - elegant chic, vintage rustic or bold flair, Steel Petal Press will help you create a product that's a perfect reflection of you for any special occasion.

Add your own special touch to one of our existing designs or have Steel Petal Press create a completely custom design just for you.

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## LETTERPRESS PRINTING

Letterpress printing is a boutique, handmade printing process where each sheet of paper is fed through the press by hand one at a time. The image is inked and pressed into the card creating and impression you can see and feel.

## LETTERPRESS PRICING

Letterpress pricing is based on how many items you order, how many colors are printed and which pieces you'll need.

## DIGITAL PRINTING

We're excited to offer high quality flat printing. This digital option gives you a beautiful, vivid look at a budget price.

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PLEASE USE THE PRICE CHARTS PROVIDED TO  
CALCULATE THE COST OF YOUR PROJECT

# LETTERPRESS PRICE GUIDE

Utilize the grids below to estimate your order. Kindly note, if paying by paypal an extra 3% is charged to cover fees.

1 COLOR PRINTING	#	50	75	100	125	150	175	200	225
invitation*	\$	395	420	445	470	505	540	580	620
reply card*		355	380	405	430	460	495	530	570
additional insert card		275	300	325	350	380	410	440	470
website card		190	205	220	235	250	265	280	295
save the date - sm*		355	380	405	430	460	495	530	570
save the date - md*		370	395	420	445	470	505	520	545
menu, flat		375	400	425	450	475	455	535	565
escort/place card, flat		190	205	220	235	250	265	280	295
program, flat		375	400	425	450	475	505	535	565
thank you card, folded		380	410	440	475	510	545	580	620

2 COLOR PRINTING	#	50	75	100	125	150	175	200	225
invitation*	\$	560	590	625	660	695	730	765	800
reply card*		505	535	565	595	625	660	695	730
additional insert card		425	450	475	510	545	580	615	650
website card		295	310	325	345	365	385	405	425
save the date - sm*		505	535	565	595	625	660	695	730
save the date - md*		520	550	580	610	640	670	705	755
menu, flat		530	560	590	620	650	680	710	740
escort/place card, flat		295	310	325	345	365	385	405	425
program, flat		530	560	590	620	650	680	710	740
thank you card, folded		545	575	605	635	665	695	725	755

envelope printing	\$	125	145	165	190	215	240	265	290
envelope liner	\$2.00		enclosure	\$2.00		rounded corner	\$0.50		
inner envelope	\$0.50		bellyband	\$1.25		edge painting*	\$200.00		

\*Prices include matching blank envelopes.

# DIGITAL PRICE GUIDE

	#	25	50	75	100	125	150	175	200
A7* (invitation)	\$	125	175	225	265	310	350	400	435
A6* (stationery, StD)		115	155	195	235	275	315	355	395
A2* (stationery, reply card, StD)		105	145	190	220	250	280	305	340
4bar* (reply card, StD)		100	135	160	190	220	250	275	300
A2 (insert card)		95	120	145	170	195	220	255	270
4bar (insert card)		85	110	130	155	180	195	230	255
#10 (Menu or Program)		145	195	240	285	330	375	405	470

\*Prices include matching blank envelopes.  
Return address printing is also available. Pricing on request.

PRICES EFFECTIVE FEBRUARY 2013 AND ARE SUBJECT TO CHANGE

# SCRIPT FONTS

HIATUS	•	<i>Together with our families</i>
CAROLYNA	•	<i>Together with our families</i>
CANTONI	•	<i>Together with our families</i>
BURGES SCRIPT	•	<i>Together with our families</i>
PEONI	•	<i>Together with our families</i>
BOMBSHELL	•	<i>Together with our families</i>
SUDESTA	•	<i>Together with our families</i>
SAMANTHA	•	<i>Together with our families</i>
BELLUCIA PRO	•	<i>Together with our families</i>
BICKHAM SCRIPT	•	<i>Together with our families</i>
EDWARDIAN SCRIPT	•	<i>Together with our families</i>
PARFAIT SCRIPT	•	<i>Together with our families</i>
PIEL SCRIPT	•	<i>Together with our families</i>
DELICATTA	•	<i>Together with our families</i>
SAISSANT	•	<i>Together with our families</i>
MISHKA	•	<i>Together with our families</i>
HARLEAN	•	<i>Together with our families</i>
ASTERISM	•	<i>Together with our families</i>
JACQUES AND GILLES	•	<i>Together with our families</i>

# BLOCK FONTS

ECCENTRIC	•	TOGETHER WITH OUR FAMILIES
GATSBY	•	Together with our families
PARISION	•	Together with our families
RILKE	•	TOGETHER WITH OUR FAMILIES
UNIVERSITY	•	Together with our families
BEBAS	•	<b>TOGETHER WITH OUR FAMILIES</b>
CENTURY GOTHIC	•	Together with our families
FUTURA	•	<b>Together with our families</b>
JOSEFIN SANS	•	Together with our families
JOSEFIN SLAB	•	Together with our families
DIDOT	•	Together with our families
STRANGE LOVE	•	TOGETHER WITH OUR FAMILIES
ENGRAVERS MT	•	<b>TOGETHER WITH OUR FAMILIES</b>
ENGRAVERS GOTHIC	•	TOGETHER WITH OUR FAMILIES
COPPERPLATE	•	<b>TOGETHER WITH OUR FAMILIES</b>
COPPERPLATE GOTHIC LIGHT	•	TOGETHER WITH OUR FAMILIES
MRS EAVES	•	<b>TOGETHER WITH OUR FAMILIES</b>
NEUTRA SC	•	TOGETHER WITH OUR FAMILIES
TREND SANS	•	<b>TOGETHER WITH OUR FAMILIES</b>
TREND SLAB	•	<b>TOGETHER WITH OUR FAMILIES</b>

# COLOR OPTIONS

Please use this ink palette to choose colors for your stationery. Please be aware that colors will vary slightly depending on the paper and the printing method used. We do our best to match as closely as possible. Custom mixed colors are available



\*Matching envelopes available

# ORDER PROCESS

## Custom Design

Order a Custom Design for any special event, occasion or announcement

- 1 Contact me for an initial consultation
- 2 I'll be in touch with you to discuss your ideas and overall vision. Please provide any additional materials to help illustrate your ideas.
- 3 Before we begin, I charge a design fee (usually between \$250-\$450, based on your project). This covers a first round of drafts with three initial design concepts, then three rounds of edits to finalize your design.
- 4 Once your design is finalized, you'll receive a final quote. Total payment is due before production can begin.

Custom design times vary.

## Wedding Collection

- 1 Visit [SteelPetalPress.com](http://SteelPetalPress.com), choose a design from our collection and place your deposit through the product page
- 2 I'll be in touch to discuss the details like components, add-ons and customizations.
- 3 Send me your wording and customization choices.
- 4 You'll receive a digital proof within the following 2 to 4 business days. Minor adjustments and edits are welcome.
- 5 All orders include 3 rounds of edits; additional rounds are \$30 each.
- 6 Once the design is finalized, final proof approval and total payment are required before production can begin.

Please allow 2 to 4 weeks for completion once final payment is received.

## Timelines

Design times vary based on the complexity of the design and client communication. Printing times are as follows:

- Letterpress printing: 2 to 4 weeks from final design.
- Digital Printing: 2 to 3 weeks from final design

## Rush Orders

Rush orders are available for an additional fee. Please contact me for details.

## Payment

Payment by check, credit card or paypal is accepted. If paying by PayPal 3% extra is charged to cover fees

# BUSINESS CARDS

## Letterpress Business Cards

At Steel Petal Press we understand the impact of beauty, good design, high quality custom paper products and fantastic customer service. We will help you create gorgeous letterpress business cards that are guaranteed to make a long lasting impression.

## Pricing

I only offer letterpress printed business cards. Price points are at 250, 500, 1000 and can vary depending on how many you order and how many colors are printed. Double thick paper is an extra charge.

## Orders

First please contact me directly so we can discuss your project and your specific needs. I like to take a look at your files first to ensure the design is letterpress appropriate. Before moving forward I ask for a non - refundable 50% deposit that goes toward the final cost of your order.

## Time Line

Once a design and payment is submitted please allow 2 - 3 weeks for order to be completed.

## Payment

Payment by check is preferable. If paying by PayPal 3% extra is charged to cover fees.

## PRICE GUIDE

COLOR AMOUNT	# 100	250	500	1000
one - color	\$ 175	• 295	• 425	• 675
two - color		• 380	• 550	• 810
three - color		• 530	• 695	• 995
double thick paper	+ 95	• 120	• 200	• 410

All prices effective february 2013 and are subject to change.