

RACK CARDS

Tips, Ideas & Pricing Guide

Tips & Ideas

Apply all the same tips as we have given you for your business card & post card and you are well on your way to creating a great rack card.

Standard size rack card is 4" x 9", perfect for putting in traditional brochure "racks". Hence the name "rack cards"

As with a post card you only have 3 seconds to make an impact. Make sure your message is brief and easy to read. Use point form and simple sentence structure.

Don't forget your "Call to Action"!

Rack cards are a great way to do price lists, more detailed services list and mini maps.

Try adding a "tear away" portion at the bottom with your business card information or a coupon.

Consumers are 50% more likely to pick up a rack card than a brochure!

Rack cards are perfect if you are in the accommodations, recreation or health & beauty industries.

Print Pricing* 4"x 9" cards		
Qty.	1 sided	2 sided
100	\$66.13	\$74.75
250	\$86.25	\$106.38
500	\$120.75	\$155.25
750	\$155.25	\$207.00
1000	\$189.75	\$255.88
2500	\$393.88	\$393.88
5000	\$537.63	\$537.63
10000	\$1,052.25	\$1,052.25
15000	\$1,561.13	\$1,561.13
20000	\$2,058.50	\$2,058.50
25000	\$2,547.25	\$2,547.25

Our standard rack cards are printed on 95 bright 14 point coated card stock in full colour. A high gloss AQ coating is applied to both sides. Printing turn around time is usually 4-5 business days. 10% discount on printing for second set of cards. Other volume discounts are available.



For more information:

www.keylimecreative.com

519-353-1805 · 866-553-1805

Design not included in print pricing. Pricing subject to change without notice. Check website for current pricing. Pricing is in Canadian Dollars. Cheque or Cash accepted. Taxes not included.

DESIGN

Have too much info for a post card but not enough for a Brochure? A rack card is your best bet. Design fees begin at \$199 for a standard one sided Rack card. When designing your rack card consider adding a tear away portion or a "door hanger" topper. This will make your card much more versatile.



As a visitor to this regional horse Ontario. To help it, view and post

For convenient print access, the Rural Horse Directory will be published in January using the online database for the Industry Referral Directory of equine product and service providers in Midwestern Ontario.

Distribution:

- Copies distributed free of charge.
- Sponsored by industry providers in Midwestern Ontario.
- Available at Sponsor Distribution Sites. To view the list of sites in your area, visit www.theRuralHorse.com
- Also to be distributed at regional equine activities, tradeshows and events.

Help us build the database:

- Inform the providers you know about the Directory.
- Ask them to add their listing. It's fast, easy.
- basic listings. Visit www.theRuralHorse.com
- Submit contact info-

By yc