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# Total Design

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BUSINESS CARDS

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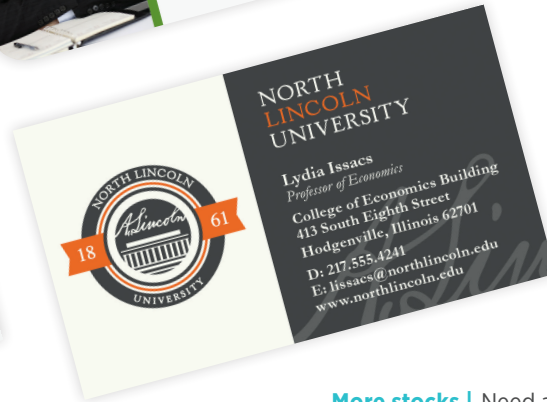
# Full Color Flat Business Cards

**Features:**

- Size: 3½" x 2"
- Full color flat print
- Front and back copy
- Vertical or horizontal layout
- Full bleed available
- Round corners available for an additional charge; see page 19 for details
- Add a standard foil to full color cards; see below for details



**The Finishing Touch** | Pair your vibrant image with eye-catching shine by adding foil to any full color business card. See below for details.



**More stocks** | Need a different stock? Additional options are available online.

## Full Color Flat Business Cards

Stocks	Imprint	Item Number	250	500	1,000	2,000	5,000	10,000
White Vellum 80 lb.	4/0	B4-C1-FF-NAVO	\$36.70	\$39.30	\$41.80	\$52.00	\$91.80	\$157.00
White Gloss 100 lb. Cover	4/4	B4S-C1-FF-NAVO	\$38.20	\$41.80	\$45.90	\$59.30	\$109.10	\$188.70
White 14 pt. Uncoated	4/0	B4-C2-FF-NAVO	\$37.20	\$39.80	\$42.30	\$58.70	\$106.60	\$185.60
White 14 pt. C2S	4/4	B4S-C2-FF-NAVO	\$38.70	\$42.30	\$46.40	\$66.00	\$123.90	\$217.30
White 14 pt. C2S, UV Coated Front Side	4/0	B4-C3-FF-NAVO	\$39.30	\$43.40	\$47.40	\$64.80	\$118.30	\$206.00
White 16 pt. Uncoated	4/4	B4S-C3-FF-NAVO	\$40.80	\$45.90	\$51.50	\$72.10	\$135.60	\$237.70
White 16 pt. C2S, UV Coated Front Side	4/0	B4-C4-FF-NAVO	\$41.40	\$47.00	\$52.50	\$70.90	\$130.00	\$226.40
	4/4	B4S-C4-FF-NAVO	\$42.90	\$49.50	\$56.60	\$78.20	\$147.30	\$258.10
Bright White Linen 80 lb.	4/0	B4-C5-FF-NAVO	\$44.40	\$50.02	\$63.20	\$89.30	\$171.90	\$308.00
Warm White Linen 80 lb.	4/4	B4S-C5-FF-NAVO	\$45.90	\$52.52	\$67.30	\$96.60	\$189.20	\$339.70
CLASSIC CREST® Solar White 110 lb.	4/0	B4-C6-FF-NAVO	\$46.40	\$52.00	\$68.40	\$95.90	\$198.90	\$353.90
CLASSIC CREST® Natural White 110 lb.								
CLASSIC® Linen Solar White 100 lb.								
ENVIRONMENT® Desert Storm 100 lb.	4/4	B4S-C6-FF-NAVO	\$47.90	\$54.50	\$72.50	\$103.20	\$216.20	\$385.60

(R) Production time: 2 working days; 3 working days with back copy. Additional quantities available online.

4/0 - Full Color Front Only | 4/4 - Full Color Both Sides



## Add Foil Stamping

Add these charges to the prices above.

Add Foil Stamping	500	1,000	Add'l 500 No Change
1 Standard Foil, one side only	\$173.90	\$199.90	\$36.20

(R) Production time: 6 working days; 7 working days with back copy. Pricing includes one standard foil and recycled die. Dies are not returned. Contact us for registration between ink and foil stamping.

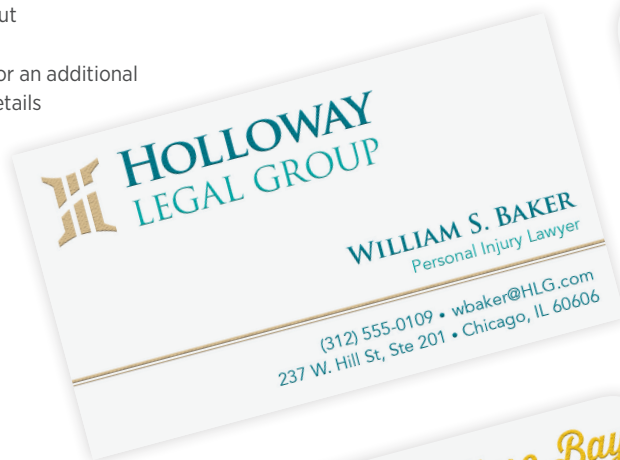
### Standard Foil Colors



## Full Color Raised Business Cards

### Features:

- Size: 3½" x 2"
- Full color raised print
- Back copy is available in flat print only
- Vertical or horizontal layout
- Full bleed available
- Round corners available for an additional charge; see page 19 for details



**Add a Touch of Class** | Using raised print on full color products adds dimension to your business card.

### Full Color Raised Business Cards

Stocks	Imprint	Item Number	250	500	1,000	2,000	5,000	10,000
White Vellum 80 lb.	4/0	B8-C1-RF-NAVO	\$46.90	\$55.10	\$60.20	\$88.70	\$152.50	\$272.30
	4/4	B8S-C1-RF-NAVO	\$48.00	\$57.20	\$64.30	\$94.80	\$163.70	\$293.70
Bright White Linen 80 lb.	4/0	B8-C2-RF-NAVO	\$48.40	\$58.10	\$63.80	\$93.30	\$160.10	\$287.20
Warm White Linen 80 lb.	4/4	B8S-C2-RF-NAVO	\$49.50	\$60.20	\$67.90	\$99.40	\$171.30	\$308.60
CLASSIC CREST® Solar White 110 lb.	4/0	B8-C3-RF-NAVO	\$51.00	\$61.70	\$83.10	\$115.80	\$211.10	\$386.60
	4/4	B8S-C3-RF-NAVO	\$52.10	\$63.80	\$87.20	\$121.90	\$222.30	\$408.00

(R) Production time: 2 working days; 3 working days with back copy. Additional quantities available online.  
 4/0 - Full Color Front Only | 4/4 - Full Color Both Sides

# Specialty Business Cards: Extra Thick & Color Core



**New! 45 pt Glitter Color Core** | Featuring two sides of glitter finish and your choice of five core colors, Crystal White Glitter Color Core 45 pt. business cards are sure to stand out.



**Features:**

- Size: 3½" x 2"
- Full color flat print
- Full bleed available
- Vertical or horizontal layout
- Round corners available for an additional charge; see page 19 for details
- Variable text options available; see page 168 for details



**Color Core Colors**



**Full Color Specialty Business Cards**

Description	Imprint	Item Number	100	150	200	250	500	1,000
Extra Thick: Ultrawhite 34 pt.	4/4	B4S-C25-FF-NAVO	\$69.90	\$79.10	\$87.70	\$96.90	\$121.90	\$176.90
Color Core: White 32 pt. Available in 5 core colors: Black, Red, Orange, Blue, & Aqua	4/4	B4S-C26-FF-NAVO	\$77.50	\$84.20	\$94.90	\$105.60	\$127.00	\$182.00
<b>New!</b> Color Core: Crystal White Glitter 45 pt. Available in 5 core colors: Black, Red, Orange, Blue, & Aqua	4/4	B4S-C28-FF-NAVO	\$145.00	\$162.00	\$179.00	\$205.00	\$262.00	\$376.00

(R) Production time: 3 working days. Additional quantities available online. \*Pricing on these items is the same for single- or double-sided imprint; if single-sided printing is needed, submit blank art file.

4/4 - Full Color Both Sides



## Specialty Business Cards: Shaped



### Features:

- Six shapes available:
  - 2½" Circle
  - 3½" x 2" Oval
  - 3½" x 1½" Mini
  - 3½" x 1½" Mini with 4 Rounded Corners
  - 2½" Square
  - 2½" Square with 4 Rounded Corners
- Eight standard stock options
- Full color flat print on one or both sides
- Vertical or horizontal layout
- Full bleed available



### Full Color Specialty Business Cards

Extraordinary business cards are taking shape! NEW full color shaped business cards pair your choice of six different shapes with brilliant full color print for a memorable business card.

# Specialty Business Cards: Foldover, Pearlized, & Soft Touch



**Pearlized** | Pearlized business cards offer an iridescent finish that gives full color artwork a unique glimmer.



**Foldover** | Your perfect solution for appointment cards, business hours, employee photographs, menus, and more



**Features:**

- Size: 3½" x 2"
- Full color flat print
- Full bleed available
- Vertical or horizontal layout
- Round corners available on Pearlized White for an additional charge; see page 19 for details\*
- Variable text options available; see page 168 for details



**Soft Touch** | With a soft texture and a stylish matte finish, soft touch business cards are a new twist on a classic coated business card.



## Full Color Specialty Business Cards

Description	Imprint	Item Number	100	250	500	1,000	2,000	5,000
Pearlized White 105 lb.	4/0	B4-C21-FF-NAVO	\$49.50	\$55.60	\$68.30	\$105.60	\$172.40	\$378.90
	4/4	B4S-C21-FF-NAVO	\$62.20	\$68.90	\$82.10	\$119.40	\$197.90	\$443.70
White 16 pt. Soft Touch *	4/0	B4-C22-FF-NAVO	\$67.50	\$77.50	\$93.00	\$131.50	\$179.40	\$320.80
	4/4	B4S-C22-FF-NAVO	\$80.00	\$90.50	\$106.50	\$145.50	\$205.00	\$385.90
Foldover White 14 pt. Uncoated *	4/4	BFS-C2-FF-NAVO	\$65.80	\$79.10	\$104.00	\$153.00	\$236.10	\$344.30
Foldover White 14 pt. C2S, UV Coated Front Side *	4/4	BFS-C3-FF-NAVO	\$68.90	\$83.10	\$111.20	\$163.70	\$248.90	\$364.60

(R) Production times: Pearlized: 2 working days; 3 working days with back copy; Soft Touch: 5 working days; 6 working days with back copy; Foldover: 4 working days. Additional quantities available online. \*Rounded corners not available on Soft Touch or Foldover business cards.

4/0 - Full Color Front Only | 4/4 - Full Color Both Sides

# Specialty Business Cards: ASTROBRIGHTS® Papers

- USES:**
- Sport Schedules
  - Event Information
  - Loyalty Punch Card
  - Mommy Cards
  - Coupons



**Features:**

- Size: 3½" x 2"
- Choose from ten stock colors
- Standard black ink on both sides
- Flat print only
- Full bleed available
- Vertical or horizontal layout

**ASTROBRIGHTS® Papers** | Available in 10 brilliant colors, Astrobrights® Papers offer extremely bright and vibrant colors that embolden any message by delivering excellent print performance at an exceptional value. Pair them with Postcards on page 67 for extra impact!



## Spot Color Specialty Business Cards

Description	Imprint	Item Number	250	500	1,000	2,000	3,000	4,000	5,000
<b>ASTROBRIGHTS® Papers 65 lb.</b> 10 Color Options: Re-Entry Red™, Rocket Red™, Cosmic Orange™, Solar Yellow™, Lift-Off Lemon™, Terra Green™, Gamma Green™, Celestial Blue®, Planetary Purple™, & Pulsar Pink™	1/0	BC-CA-NAVO	\$57.50	\$63.00	\$70.00	\$100.00	\$123.50	\$148.00	\$171.00
	1/1	BCS-CA-NAVO	\$72.50	\$81.50	\$93.50	\$137.00	\$173.50	\$211.50	\$248.00

(R) Production time: 3 working days. Additional quantities available online.  
 1/0 - Black Ink Front Only | 1/1 - Black Ink Both Sides

# Specialty Business Cards: Magnetic & Synthetic



**Magnetic** | With magnetic stock, these business cards will keep your contact information where it is needed most.



**Need a larger magnet?**  
See page 68 for more magnet options!



**Features:**

- Size: 3½" x 2"
- Full color flat print with UV gloss coated front side
- Full bleed available
- Vertical or horizontal layout
- Round corners available for an additional charge; see page 19 for details
- Variable text options available; see page 168 for details



**Synthetic** | A unique and durable PVC stock creates business cards that stand up to wear and tear.



## Full Color Specialty Business Cards

Description	Imprint	Item Number	100	250	500	1,000	2,000	5,000
White Magnetic 16 pt. (14 mil.) with UV Gloss Coated Front Side	4/0	B4-C24-FF-NAVO	\$71.90	\$98.90	\$144.30	\$213.20	\$390.70	\$937.30
White Synthetic 15 mil. PVC with UV Gloss Coated Front Side	4/0	B4-C23-FF-NAVO	\$76.00	\$91.30	\$121.90	\$185.10	\$328.40	\$769.00
	4/4	B4S-C23-FF-NAVO	\$88.70	\$104.60	\$135.70	\$198.90	\$353.90	\$833.80

(R) Production time: 3 working days. Additional quantities available online.  
4/0 - Full Color Front Only | 4/4 - Full Color Both Sides



## Specialty Business Cards: Enhanced Finishes

### Features:

- Size: 3½" x 2"
- Two standard stock options
- Full color flat print with bleeds
- Bleeds are not available on Spot Gloss elements
- Front and back copy
- Vertical or horizontal layout
- Round corners available for an additional charge; see page 19 for details



**Spot Gloss** | Make business cards shine! Spot Gloss accents your full color design with areas of glossy coating.



**Order ONE** | Want to ensure that your order is perfect? For Enhanced Finishes orders, you have the option to order a single press proof. See page 166 for details.

### Full Color Business Cards + Spot Gloss (SG)

Stocks	Imprint	Item Number	100	250	500	1,000	2,000	2,500	5,000
White 14 pt. C2S	4/0 + SG Front	B4-S1-SG-NAVO	\$54.50	\$60.00	\$72.00	\$81.00	\$109.50	\$123.50	\$147.50
	4/4 + SG Front	B4S-S1-SG-NAVO	\$56.00	\$62.00	\$72.50	\$82.00	\$111.00	\$124.50	\$152.50
	4/4 + SG Front & Back	B4S-S2-SG-NAVO	\$58.50	\$65.00	\$77.50	\$87.00	\$116.00	\$129.50	\$177.00
White 16 pt. C2S	4/0 + SG Front	B4-S3-SG-NAVO	\$55.00	\$62.00	\$73.50	\$83.50	\$113.50	\$128.50	\$153.50
	4/4 + SG Front	B4S-S3-SG-NAVO	\$57.00	\$63.50	\$75.00	\$84.50	\$115.00	\$129.50	\$159.50
	4/4 + SG Front & Back	B4S-S4-SG-NAVO	\$60.00	\$67.00	\$80.00	\$89.50	\$120.00	\$134.50	\$184.50

(R) Production time: 5 working days; 6 working days with back copy. Additional quantities available online.

4/0 - Full Color Both Sides | 4/4 - Full Color Both Sides

# Specialty Business Cards: Enhanced Finishes

**Features:**

- Size: 3½" x 2"
- Two standard stock options
- Full color flat print with bleeds
- Bleeds are not available on Raised Spot Gloss elements
- Front and back copy
- Vertical or horizontal layout
- Round corners available for an additional charge; see page 19 for details



**Raised Spot Gloss** | Take business cards to the next level! Raised Spot Gloss adds dimensional shine to your design.



**Order ONE** | Want to ensure that your order is perfect? For Enhanced Finishes orders, you have the option to order a single press proof. See page 166 for details.

## Full Color Business Cards + Raised Spot Gloss (RSG)

Stocks	Imprint	Item Number	100	250	500	1,000	2,000	2,500	5,000
White 14 pt. C2S	4/0 + RSG Front	B4-S1-RSG-NAVO	\$74.50	\$94.00	\$120.00	\$165.00	\$246.00	\$286.50	\$352.00
	4/4 + RSG Front	B4S-S1-RSG-NAVO	\$77.50	\$99.00	\$123.50	\$171.50	\$259.50	\$303.50	\$373.50
	4/4 + RSG Front & Back	B4S-S2-RSG-NAVO	\$88.50	\$112.50	\$144.00	\$208.50	\$337.50	\$402.00	\$503.50
White 16 pt. C2S	4/0 + RSG Front	B4-S3-RSG-NAVO	\$77.00	\$98.50	\$125.50	\$172.00	\$258.50	\$307.00	\$384.00
	4/4 + RSG Front	B4S-S3-RSG-NAVO	\$80.50	\$103.00	\$130.00	\$178.50	\$272.00	\$324.00	\$406.50
	4/4 + RSG Front & Back	B4S-S4-RSG-NAVO	\$92.00	\$117.00	\$150.00	\$222.00	\$363.50	\$430.00	\$528.50

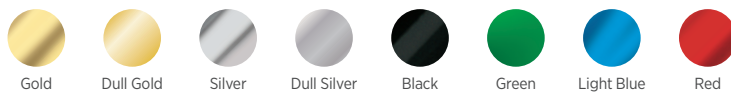
(R) Production time: 5 working days; 6 working days with back copy. Additional quantities available online.  
4/0 - Full Color Both Sides | 4/4 - Full Color Both Sides

# Specialty Business Cards: Enhanced Finishes

## Features:

- Size: 3½" x 2"
- Two standard stock options
- Choose from nine foil colors
- Full color flat print with bleeds
- Bleeds are not available on Raised Foil elements
- Front and back copy
- Vertical or horizontal layout
- Round corners available for an additional charge; see page 19 for details

## Standard Foils



## Specialty Foils



Holographic Silver



**Order ONE** | Want to ensure that your order is perfect? For Enhanced Finishes orders, you have the option to order a single press proof. See page 166 for details.

### Full Color Business Cards + Standard Raised Foil (RF)

Stocks	Imprint	Item Number	100	250	500	1,000	2,000	2,500	5,000
White 14 pt. C2S	4/0 + RF Front	B4-S1-SR-NAVO	\$77.50	\$100.00	\$128.50	\$181.00	\$283.50	\$339.50	\$577.00
	4/4 + RF Front	B4S-S1-SR-NAVO	\$81.00	\$103.50	\$130.00	\$183.50	\$287.00	\$342.00	\$579.50
	4/4 + RF Front & Back	B4S-S2-SR-NAVO	\$105.00	\$137.00	\$177.00	\$294.50	\$500.00	\$603.50	\$967.50
White 16 pt. C2S	4/0 + RF Front	B4-S3-SR-NAVO	\$80.00	\$103.50	\$133.50	\$188.50	\$297.00	\$355.00	\$605.00
	4/4 + RF Front	B4S-S3-SR-NAVO	\$83.50	\$107.00	\$135.00	\$192.00	\$300.00	\$358.50	\$608.50
	4/4 + RF Front & Back	B4S-S4-SR-NAVO	\$109.50	\$142.50	\$184.50	\$308.50	\$525.00	\$633.50	\$1,017.00

### Full Color Business Cards + Specialty Raised Foil (RF)

Stocks	Imprint	Item Number	100	250	500	1,000	2,000	2,500	5,000
White 14 pt. C2S	4/0 + RF Front	B4-S1-SH-NAVO	\$85.50	\$111.00	\$143.50	\$203.00	\$320.00	\$384.00	\$653.00
	4/4 + RF Front	B4S-S1-SH-NAVO	\$89.00	\$114.50	\$145.00	\$205.50	\$323.50	\$386.50	\$655.50
	4/4 + RF Front & Back	B4S-S2-SH-NAVO	\$116.50	\$153.50	\$199.00	\$332.50	\$566.00	\$684.00	\$1,098.00
White 16 pt. C2S	4/0 + RF Front	B4-S3-SH-NAVO	\$88.00	\$114.50	\$148.50	\$210.50	\$333.50	\$399.50	\$681.00
	4/4 + RF Front	B4S-S3-SH-NAVO	\$91.50	\$118.00	\$150.00	\$214.00	\$336.50	\$403.00	\$684.50
	4/4 + RF Front & Back	B4S-S4-SH-NAVO	\$121.00	\$159.00	\$206.50	\$346.50	\$591.00	\$714.00	\$1,147.50

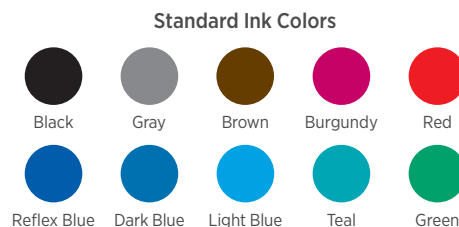
(R) Production time: 5 working days; 6 working days with back copy. Additional quantities available online.

4/0 - Full Color Both Sides | 4/4 - Full Color Both Sides

# Spot Color & Foil Stamped Business Cards

**Features:**

- Size: 3½" x 2"
- Choose from flat or raised print. Raised print provided unless otherwise specified.
- Bleeds are available for an additional charge; see page 19 for details
- Vertical or horizontal layout
- Choose from a variety of printing processes
- Round corners available for an additional charge; see page 19 for details
- Back copy available for an additional charge; see page 16 for details



## Spot Color & Foil Stamped+ Business Cards

Item Number: BC-C1-NAVO	Imprint	500	1,000	2,000	2,500	5,000	10,000
<b>Stock:</b>	Black Ink	\$45.20	\$49.70	\$73.60	\$82.00	\$120.80	\$200.60
White Vellum 80 lb.	1 Standard Ink	\$50.20	\$54.70	\$78.60	\$87.00	\$125.80	\$205.60
	1 Standard & Black Ink	\$57.70	\$62.20	\$86.10	\$94.50	\$133.30	\$213.10
	2 Standard Inks	\$62.70	\$67.20	\$91.10	\$99.50	\$138.30	\$218.10
	1 PMS Ink	\$92.20	\$96.70	\$120.60	\$129.00	\$167.80	\$247.60
	1 Standard & 1 PMS Ink	\$104.70	\$109.20	\$133.10	\$141.50	\$180.30	\$260.10
	2 PMS Inks	\$151.70	\$156.20	\$180.10	\$188.50	\$227.30	\$307.10
	1 Standard Foil †	\$159.50	\$174.20	\$244.70	\$273.40	\$403.10	\$530.00
	2 Standard Foils †	\$313.80	\$338.70	\$470.20	\$524.75	\$782.90	\$1,015.30

Item Number: BC-C2-NAVO	Imprint	500	1,000	2,000	2,500	5,000	10,000
<b>Stocks:</b>	Black Ink	\$65.60	\$71.10	\$104.10	\$116.55	\$178.70	\$299.20
Ecru Vellum 80 lb.	1 Standard Ink	\$70.60	\$76.10	\$109.10	\$121.55	\$183.70	\$304.20
Bright White Linen 80 lb.	1 Standard & Black Ink	\$78.10	\$83.60	\$116.60	\$129.05	\$191.20	\$311.70
Warm White Linen 80 lb.	2 Standard Inks	\$83.10	\$88.60	\$121.60	\$134.05	\$196.20	\$316.70
Gray Linen 80 lb.	1 PMS Ink	\$112.60	\$118.10	\$151.10	\$163.55	\$225.70	\$346.20
White 14 pt. Uncoated	1 Standard & 1 PMS Ink	\$125.10	\$130.60	\$163.60	\$176.05	\$238.20	\$358.70
	2 PMS Inks	\$172.10	\$177.60	\$210.60	\$223.05	\$285.20	\$405.70
	1 Standard Foil †	\$162.50	\$180.30	\$256.90	\$286.85	\$423.90	\$565.50
	2 Standard Foils †	\$316.80	\$344.80	\$482.40	\$538.20	\$803.70	\$1,050.80

(R) Production times: Standard and PMS Inks: 3 working days; 1 Standard Foil: 3 working days; 2 Standard Foils: 4 working days. Additional charges for registration between one ink and one foil or two foil colors, see page 19. Additional quantities available online. † Available only through manual catalog ordering.

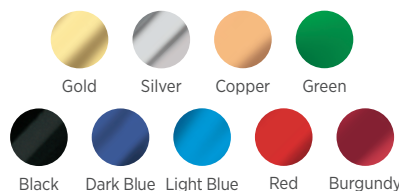


# Spot Color & Foil Stamped Business Cards

**Features:**

- Size: 3½" x 2"
- Choose from flat or raised print. Raised print provided unless otherwise specified.
- Vertical or horizontal layout
- Bleeds are available for an additional charge; see page 19 for details
- Choose from a variety of printing processes
- Back copy available for an additional charge; see page 16 for details

**Standard Foil Colors**



## Spot Color & Foil Stamped<sup>†</sup> Business Cards

**Item Number:** BC-C4-NAVO

**Stocks:**

Cougar® Opaque Smooth White 100 lb.  
White High Gloss Coated 12 pt. C1S

Imprint	500	1,000	2,000	2,500	5,000	10,000
Black Ink	\$70.10	\$88.40	\$131.50	\$142.90	\$210.70	\$370.10
1 Standard Ink	\$75.10	\$93.40	\$136.50	\$147.90	\$215.70	\$375.10
1 Standard & Black Ink	\$82.60	\$100.90	\$144.00	\$155.40	\$223.20	\$382.60
2 Standard Inks	\$87.60	\$105.90	\$149.00	\$160.40	\$228.20	\$387.60
1 PMS Ink	\$117.10	\$135.40	\$178.50	\$189.90	\$257.70	\$417.10
1 Standard & 1 PMS Ink	\$129.60	\$147.90	\$191.00	\$202.40	\$270.20	\$429.60
2 PMS Inks	\$176.60	\$194.90	\$238.00	\$249.40	\$317.20	\$476.60
1 Standard Foil <sup>†</sup>	\$166.00	\$186.90	\$265.10	\$296.05	\$444.70	\$599.00
2 Standard Foils <sup>†</sup>	\$320.30	\$351.40	\$490.60	\$547.40	\$824.50	\$1,084.30

**Stocks:**

Black High Gloss Coated 12 pt. C1S <sup>†</sup>  
Silver High Gloss Coated 12 pt. C1S <sup>†</sup>

Item number	Imprint	1,000	2,000	2,500	5,000	10,000
BC-C12-S-NAVO	1 Standard Foil <sup>†</sup> (Gold, Silver, or Black)	\$123.90	\$202.10	\$241.20	\$436.60	\$827.00
BC-C13-S-NAVO	1 Standard Foil <sup>†</sup> (Other Standard Colors)	\$184.80	\$262.00	\$301.05	\$494.40	\$881.10
BC-C14-S-NAVO	2 Standard Foils <sup>†</sup>	\$286.40	\$425.50	\$491.50	\$811.30	\$1,444.80

(R) Production times: Standard and PMS Inks: 3 working days; 1 Standard Foil: 3 working days; 2 Standard Foils: 4 working days. Additional charges for registration between one ink and one foil or two foil colors, see page 19. <sup>†</sup> Available only through manual catalog ordering.

# Spot Color & Foil Stamped Business Cards

**Features:**

- Size: 3½" x 2"
- Choose from flat or raised print. Raised print provided unless otherwise specified.
- Vertical or horizontal layout
- Bleeds are available for an additional charge; see page 19 for details
- Choose from a variety of printing processes
- Back copy available for an additional charge; see page 16 for details



## Spot Color & Foil Stamped<sup>†</sup> Business Cards

**Item Number: BC-C6-NAVO**

**Stocks:**

- CLASSIC® Linen Baronial Ivory 80 lb.
- CLASSIC® Laid Solar White 80 lb.
- CLASSIC® Laid Antique Gray 80 lb.
- CLASSIC® Laid Baronial Ivory 80 lb.
- CLASSIC CREST® Natural White 80 lb.
- ENVIRONMENT® Desert Storm 100 lb.
- Strathmore Ultimate White Wove 88 lb.
- Strathmore Bright White Wove 88 lb.
- Strathmore Natural White Wove 88 lb.

Imprint	500	1,000	2,000	2,500	5,000	10,000
Black Ink	\$75.20	\$98.50	\$145.70	\$170.35	\$275.80	\$502.00
1 Standard Ink	\$80.20	\$103.50	\$150.70	\$175.35	\$280.80	\$507.00
1 Standard & Black Ink	\$87.70	\$111.00	\$158.20	\$182.85	\$288.30	\$514.50
2 Standard Inks	\$92.70	\$116.00	\$163.20	\$187.85	\$293.30	\$519.50
1 PMS Ink	\$122.20	\$145.50	\$192.70	\$217.35	\$322.80	\$549.00
1 Standard & 1 PMS Ink	\$134.70	\$158.00	\$205.20	\$229.85	\$335.30	\$561.50
2 PMS Inks	\$181.70	\$205.00	\$252.20	\$276.85	\$382.30	\$608.50
1 Standard Foil †	\$168.10	\$190.90	\$278.30	\$312.30	\$468.60	\$647.70
2 Standard Foils †	\$322.40	\$355.40	\$503.80	\$563.65	\$848.40	\$1,133.00

**Item Number: BC-C8-NAVO**

**Stocks:**

- CLASSIC® Linen Solar White 100 lb.
- CLASSIC® Linen Natural White 100 lb.
- CLASSIC® Laid Natural White 100 lb.
- CLASSIC CREST® Solar White 110 lb.
- CLASSIC CREST® Natural White 110 lb.
- Strathmore Natural White Wove 110 lb.
- Strathmore Ultimate White Wove 110 lb.

Imprint	500	1,000	2,000	2,500	5,000	10,000
Black Ink	\$81.80	\$106.60	\$156.40	\$182.80	\$294.90	\$519.30
1 Standard Ink	\$86.80	\$111.60	\$161.40	\$187.80	\$299.90	\$524.30
1 Standard & Black Ink	\$94.30	\$119.10	\$168.90	\$195.30	\$307.40	\$531.80
2 Standard Inks	\$99.30	\$124.10	\$173.90	\$200.30	\$312.40	\$536.80
1 PMS Ink	\$128.80	\$153.60	\$203.40	\$229.80	\$341.90	\$566.30
1 Standard & 1 PMS Ink	\$141.30	\$166.10	\$215.90	\$242.30	\$354.40	\$578.80
2 PMS Inks	\$188.30	\$213.10	\$262.90	\$289.30	\$401.40	\$625.80
1 Standard Foil †	\$173.70	\$196.50	\$296.00	\$345.50	\$485.80	\$665.50
2 Standard Foils †	\$328.00	\$361.00	\$521.50	\$596.85	\$865.60	\$1,150.80

(R) Production times: Standard and PMS Inks: 3 working days; 1 Standard Foil: 3 working days; 2 Standard Foils: 4 working days. Additional charges for registration between two inks or foil colors, see page 19. Additional quantities available online. †Available only through manual catalog ordering.

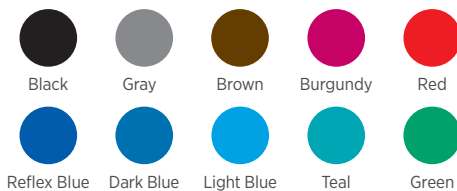
## Spot Color & Foil Stamped Business Cards

### Features:

- Size: 3½" x 2"
- Choose from flat or raised print. Raised print provided unless otherwise specified.
- Vertical or horizontal layout
- Bleeds are available for an additional charge; see page 19 for details
- Choose from a variety of printing processes
- Back copy available for an additional charge; see page 16 for details



### Standard Ink Colors



### Standard Foil Colors



### Spot Color & Foil Stamped<sup>†</sup> Business Cards

**Item Number:** BC-C9-NAVO

#### Stocks:

- CLASSIC CREST® Solar White 130 lb.
- CLASSIC CREST® Natural White 130 lb.
- Strathmore Ultimate White Wove 130 lb.

Imprint	500	1,000	2,000	2,500	5,000	10,000
Black Ink	\$89.40	\$121.40	\$186.30	\$217.30	\$357.40	\$620.80
1 Standard Ink	\$94.40	\$126.40	\$191.30	\$222.30	\$362.40	\$625.80
1 Standard & Black Ink	\$101.90	\$133.90	\$198.80	\$229.80	\$369.90	\$633.30
2 Standard Inks	\$106.90	\$138.90	\$203.80	\$234.80	\$374.90	\$638.30
1 PMS Ink	\$136.40	\$168.40	\$233.30	\$264.30	\$404.40	\$667.80
1 Standard & 1 PMS Ink	\$148.90	\$180.90	\$245.80	\$276.80	\$416.90	\$680.30
2 PMS Inks	\$195.90	\$227.90	\$292.80	\$323.80	\$463.90	\$727.30
1 Standard Foil <sup>†</sup>	\$179.80	\$214.80	\$326.50	\$364.05	\$539.20	\$756.40
2 Standard Foils <sup>†</sup>	\$334.10	\$379.30	\$552.00	\$615.40	\$919.00	\$1,241.70

(R) Production times: Standard and PMS Inks: 3 working days; 1 Standard Foil: 3 working days; 2 Standard Foils: 4 working days. Additional charges for registration between two inks or foil colors, see page 19. Additional quantities available online. <sup>†</sup> Available only through manual catalog ordering.

# Specialty Printing Options: Spot Color Business Cards



**Add Foil Embossing** | Pairing the shine of foil stamping with the texture of embossing, foil embossing brings your design to new heights.



**Add Blind Embossing** | Blind embossing presses a raised design into your stock for a subtle and stylish look.



## Specialty Printing Options: Spot Color Business Cards

Add these charges to the prices on pages 12-15.

Add Foil Stamping	500	1,000	Add'l 500 No Change
1 Standard Foil	\$153.40	\$163.50	\$30.50

(R) Production time: 5 working days. Pricing includes one standard foil and recycled die. Dies are not returned. Contact us for registration between ink and foil stamping.

Add Blind Embossing	500	1,000	Add'l 500 No Change
1 Position Blind Emboss	\$153.40	\$163.50	\$30.50

(R) Production time: 5 working days. Pricing includes a single level recycled die. Dies are not returned. Please contact us for single or multilevel brass dies and/or registration between ink and blind embossing.

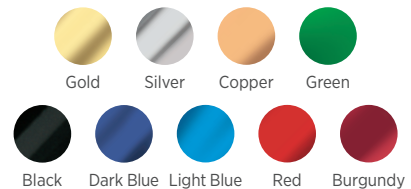
Add Foil Embossing	500	1,000	Add'l 500 No Change
1 Position Foil Emboss	\$314.30	\$336.20	\$36.80

(R) Production time: 6 working days. Pricing includes one standard foil and single level recycled die. Dies are not returned. Please contact us for single or multilevel brass dies and/or registration between ink and foil embossing.

Add Back Copy Imprint	500	1,000	Add'l 500 No Change
1 Ink	\$44.20	\$49.80	\$7.10
2 Inks	\$59.90	\$65.50	\$7.10

(R) Production time: 1 additional working day. Price includes same ink color as front copy. If back copy ink color is different than front copy, contact us for details. Back copy is available in flat printing only.

### Standard Foil Colors



## Business Cards with Customer Supplied Stock

Item Number: BC-CS-NAVO

Imprint	500	1,000	Add'l 500 No Change
Black Ink	\$129.00	\$133.00	\$13.25
1 Standard Ink	\$134.00	\$138.00	\$13.25
1 Standard & Black Ink	\$141.50	\$145.50	\$13.25
2 Standard Inks	\$146.50	\$150.50	\$13.25
1 PMS Ink	\$176.00	\$180.00	\$13.25
1 Standard & 1 PMS Ink	\$188.50	\$192.50	\$13.25
2 PMS Inks	\$235.50	\$239.50	\$13.25

(R) Production time: 8 working days. Additional charges for registration between one ink and one foil or two foil colors, see page 19. Please check for correct stock size prior to placing your stock supplied order. Stock must be supplied at a minimum size of 8½" x 11". Supply a minimum of 10% overage per press run. All customer supplied stock orders are subject to a 10% over or underrun. All supplied stock should be sent freight prepaid.





## Business Card Stocks

All stocks are now available online. Stock availability may be limited by print process choice; see product page for more information.

<b>STANDARD STOCKS</b>	CLASSIC CREST® Solar White 130 lb.
	CLASSIC CREST® Natural White 130 lb.
	CLASSIC CREST® Solar White 110 lb.
	CLASSIC CREST® Natural White 110 lb.
	CLASSIC® Linen Solar White 100 lb.
	CLASSIC® Linen Natural White 100 lb.
	CLASSIC® Laid Natural White 100 lb.
	CLASSIC CREST® Natural White 80 lb.
	CLASSIC CREST® Solar White 100 lb.
	CLASSIC® Laid Baronial Ivory 80 lb.
	CLASSIC® Laid Solar White 80 lb.
	CLASSIC® Laid Antique Gray 80 lb.
	CLASSIC® Linen Baronial Ivory 80 lb.
	Strathmore Ultimate White Wove 130 lb.
	Strathmore Ultimate White Wove 110 lb.
	Strathmore Natural White Wove 110 lb.
	Strathmore Ultimate White Wove 88 lb.
	Strathmore Bright White Wove 88 lb.
	Strathmore Natural White Wove 88 lb.
	Mohawk Superfine® Eggshell Ultrawhite 100 lb.
	Cougar® Opaque Smooth White 130 lb.
	Cougar® Opaque Smooth White 100 lb.

<b>STANDARD STOCKS</b>	ENVIRONMENT® Desert Storm 100 lb.
	ENVIRONMENT® Ultra Bright White 80 lb.
	Pearlized White 105 lb.
	White 16 pt. Soft Touch
	White 16 pt. C2S, UV Coated Both Sides
	White 16 pt. C2S, UV Coated Front
	White 16 pt. C2S
	White 16 pt. Uncoated
	White 14 pt. C2S, UV Coated Both Sides
	White 14 pt. C2S, UV Coated Front
	White 14 pt. C2S
	White 14 pt. Uncoated
	White High Gloss Coated 12pt., C1S
	Black Gloss Coated 12 pt.
	Silver Gloss Coated 12 pt.
	White Magnetic 16 pt., with UV Gloss Coated Front Side
	White Synthetic 15 mil. PVC with UV Gloss Coated Front Side
	Bright White Linen 80 lb.
	Warm White Linen 80 lb.
	Gray Linen 80 lb.
	White Gloss 100 lb. Cover
	White Vellum 80 lb.
	Ecru Vellum 80 lb.

<b>ASTROBRIGHTS® PAPERS</b>	Re-Entry Red™ 65 lb.
	Rocket Red™ 65 lb.
	Cosmic Orange™ 65 lb.
	Solar Yellow™ 65 lb.
	Lift-Off Lemon™ 65 lb.
	Terra Green™ 65 lb.
	Gamma Green™ 65 lb.
	Celestial Blue® 65 lb.
	Planetary Purple™ 65 lb.
	Pulsar Pink™ 65 lb.

<b>SPECIALTY STOCKS</b>	Extra Thick: Ultrawhite 34 pt.
	Black Color Core, White 32 pt.
	Red Color Core, White 32 pt.
	Orange Color Core, White 32 pt.
	Blue Color Core, White 32 pt.
	Aqua Color Core, White 32 pt.
	Black Color Core Crystal White Glitter 45 pt.
	Red Color Core Crystal White Glitter 45 pt.
	Orange Color Core Crystal White Glitter 45 pt.
	Blue Color Core Crystal White Glitter 45 pt.
Aqua Color Core Crystal White Glitter 45 pt.	



## GENERAL INFORMATION: Business Cards

### Imprint Processes



#### Full Color Process - Flat and Raised

Full color process printing combines four basic colors—cyan, magenta, yellow, and black—to create multiple colors and a lasting impression. Full color raised printing adds texture and dimension.



#### Standard and PMS Inks

Standard inks are ink colors that are most commonly used. Samples of standard inks can be found in the Stationery Swatch Book. Standard ink colors include: Black, Brown, Burgundy, Dark Blue, Green, Gray, Light Blue, Red, Reflex Blue, and Teal.

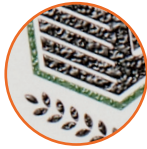
PMS inks are any specific ink numbers requested from the PANTONE MATCHING SYSTEM®, Pantone Inc.'s check-standard trademark for color reproduction and color reproduction materials. Use the standard and PMS ink category on the price grid for the paper you've selected when ordering these ink colors.



#### Flat Printing

Flat printing, also called lithography, is a printing process in which the image area is neither raised nor depressed.

Offset printing presses are most often used to transfer the image from a plate to a rubber blanket. The image is then printed from the blanket on the printing press to the paper.



#### Raised Printing

Sometimes known as thermography, raised printing is a process in which a special powder is applied to the ink after the ink has been applied to the paper. The paper is then run through a heat source which causes the ink to "rise." All orders will print with raised ink unless another process is specified or the product is listed otherwise.



#### Foil Stamping

Foil stamping, also known as hot stamping, is a process that uses heat and pressure along with metallic foil material to stamp a design or text onto paper. The look of the finished product is similar to ink but is generally very shiny in appearance. This process is done using a metallic die and is one dimensional (flat). When ordering, use the foil stamping or ink with foil stamping upcharge on the price grids for the paper you've selected.



#### Foil Embossing

Foil embossing, also referred to as hot leaf embossing, is a combination of both the embossing and foil stamping process. This can be done in two steps (as illustrated in the individual definitions of "embossing" and "foil stamping") or in one step using a foil emboss, or "hot leaf emboss," die. A foil embossing die can be single or multilevel. This process requires both heat and pressure to push the design through the back of the paper into the foil and die at the same time. The resulting effect is a raised metallic image on the front of the paper.



#### Blind Embossing

Embossing is an ink free process in which a design or text is pushed into the back of the paper using pressure. This is typically done using a metallic die and a counter die. The counter die forces the paper into the shape of the die from the back side of the paper. The resulting appearance of the front of the paper is a raised representation of the intended design. This design can either be single level (one dimensional raised design) or multiple level (three-dimensional design created with a brass die). This process can also be done with ink or foil and can, in some instances, be in register with these processes; contact us for registration between embossing and other specialty print processes.



#### Blind Debossing

Debossing is an ink free process similar to embossing. However, instead of pressing a design from the back of the stock to create a raised image, debossing presses the design into the stock to create an image depressed into the stock. This process can also be done with ink or foil and can, in some instances, be in register with these processes; contact us for registration between embossing and other specialty print processes. Contact us for single or multilevel brass dies or debossing in combination with any other specialty print processes.



#### Engraving

Engraving is a process that resembles embossing in nature and uses pressure and ink. A die with an image or text etched into it is coated with ink. The excess ink around the non-imaging area of the die is wiped clean. The remaining ink resides only in the printable area of the die. This image is then pressed into the front of the paper. The resulting appearance is a slightly raised ink. Contact us for engraving.



#### Enhanced Finishes: Spot Gloss

Used to add a touch of shine to your full color design, Spot Gloss can be used to create shining designs on its own or can enhance elements of your design with a glossy finish.



#### Enhanced Finishes: Raised Spot Gloss

Bring spot gloss to a new level! Not only does Raised Spot Gloss add an element of shine to your full color design, it adds depth that makes those design elements stand out even more.



#### Enhanced Finishes: Raised Foil

With a look similar to foil embossing, Raised Foil brings depth and shine to your full color design. Add Raised Foil for a touch of raised metallic shine in your choice of nine different colors.

For more information about these processes, please contact us.



## General Information for Manual Catalog Orders

### Art Charges

Art charges will apply for layouts requiring special attention, i.e. artwork that is unsuitable for reproduction, logos requiring color separation, or disks that contain files that are not print ready and require manipulation. If you need scanning or design and typesetting performed, contact us for details on prep charges.

Art charges apply in addition to standard setup charges for manual orders. Setup charges include basic file checks including margins, bleeds, embedded/outlined fonts, and resolution of raster images.

NOTE: Add two production days for typesetting and design to the production time of the product. Listed production times will begin after artwork approval.

### Back Copy on Spot Color Business Cards

Copy printed on the backside of a business card will be flat printed. Raised print is not available.

	500	1,000	Add'l 500
1 Ink	\$44.20	\$49.80	\$7.10
2 Inks	\$59.90	\$65.50	\$7.10

(R) Production time: 1 additional working day for back copy. If back copy ink color is different than front copy, contact us for details.

### Bleeds on Spot Color Business Cards

A bleed is a printed image that extends off the edge of the paper. Artwork should exceed 1/8" beyond the paper size, on each side.

	500	1,000	Add'l 500
Standard & PMS Inks	\$9.75	\$9.75	\$3.25

(R) Prices shown are per edge.

Request a quote for bleeds:

- if more than 2 edges bleed
- if bleed area exceeds 1/8" in thickness

### Margin Requirements

Business cards require a 1/8" margin on each side.

### Master Business Card Program

Maintain your corporate image and save money and time. We print your "Master", consisting of your company name and standard company information. We hold the printed Masters and imprint with individual names and information as needed. The minimum quantity for Master Business Cards runs is as low as 10,000. Personalized imprints can be ordered in quantities of 250, 500, or 1,000. Contact us for details.

### Multiple Lot Business Cards (Volume Discount)

Multiple lot discounts are available with text changes or omissions. Changes in registration, logos, bleeds, ink, stock, etc. will be priced as separate orders. Contact us for details.

### Oversized and Undersized Business Cards

Standard Business Cards measure 3 1/2" x 2". Special card sizes measuring 1" x 2 1/2" up to 4" x 4" are available. Contact us for more details.

### Registration

Registration is when two inks or foils come within 1/16" or touch.

Request a quote on registration between:

- 3 or more ink or foil colors
- Ink and foil stamping
- Ink and foil embossing
- Ink and blind embossing
- Ink and die cutting
- Flat and thermography
- Engraving or letterpress and any other process

	500	1,000	Add'l 500
Registration between 2 inks	FREE	FREE	FREE
Registration between 2 foils	\$40.00	\$40.00	\$6.75

(R)

### Round Corners

	50-250	500	1,000	2,000	2,500	5,000	10,000
Round Corners	\$7.50	\$14.50	\$16.50	\$27.50	\$30.50	\$44.00	\$83.50

(R) Rounded corners have 1/8" radius. If another radius size is wanted, contact us for details.

### Special Foil Charge

\$50.20 (R) per item

Allow additional production time for special foils; please contact us for details. Holographic foils are available for an additional charge; contact us for details. See standard foil colors on page 16.

### Die Charges

Single level recycled dies are included in the base price for foil stamping, ink with foil stamping, ink with blind embossing, and ink with foil embossing up to 7 square inches. Dies are not returned. Contact us for single or multilevel brass dies, if your image area exceeds the maximum square inches indicated above and/or appears in more than one position. Contact us for registration in combination with ink and any other process. Charges for dies vary according to the size and amount of detail in the design. Send artwork or a sample for a quote

### Engraving

For engraving, contact us for details.

### Special Order Stock

For special order stocks, contact us for details. Allow additional time for special order stocks.

### Customer Supplied Stock

Check for correct stock size prior to placing your stock supplied order. Business Card stock must be supplied minimum size of 8 1/2" x 11". Supply a minimum of 10% overage per press run. All supplied stock should be sent freight paid. See "Customer Supplied Stock" pricing on the appropriate product pricing page.

### Templates

Standard templates are available to assist you in creating print-ready files. Import or place templates in your document as a non-printing reference guide. Proof your files before submission. Templates are available on the "Help & Resources" tab on our website.

### Typestyles

View a variety of typestyle choices for creating a unique custom image on page 50. Typestyles are also available on the "Help and Resources" tab online.

### Logos

When your customer is looking for a simple design solution, help them enhance their stationery with our stock logos. View stock logos on the "Help & Resources" tab online.

### Photos

Photos are not recommended in thermography or raised print. On all photographs, a copyright release form signed by the photographer must accompany the order.

### Proofs

Digital proofs are provided at no charge on all online orders. Proofs on manual catalog orders are available for \$15.00 (R) each. For proofs that require typesetting and design, see "Art Charges" on page 19. This is NOT a press proof and is approximate color only. This proof should be used to evaluate copy, color breaks, and art/photo placement. Production time starts after proof approval. Printed press proofs are billed as actual orders of the minimum quantity less 10%.

### Variable Data

If using variable text or data, see "Variable Data Guidelines" on page 168 for more information.

### Rights to Promotion

Navitor® reserves the right to use all products in our advertising and displays unless specified in writing at the time of order.