



2009 DESIGN CATALOG

Menu of Services

PRINT ADVERTISING

BROCHURES & RACKCARDS
POSTCARDS
POSTERS
PRINT ADS
SIGN DESIGN
BILLBOARD DESIGN

ATTRACTIONS

WEBSITE & EBLASTS
TICKETS
STICKERS
SIGNAGE
EMPLOYEE MANUALS

EDITORIAL SERVICES

WRITING
EDITING
PROOF-READING

HOME

FAMILY CONTACT CARDS
HARDCOVER FAMILY COOKBOOKS
HARDCOVER FAMILY PHOTO BOOKS
STATIONARY SETS & NOTEPADS
WEBSITE WITH ONLINE PHOTO GALLERIES

HOTELS

BROCHURES & RACK CARDS
DOOR HANGERS
POSTCARDS
WEBSITE & EBLASTS
EMPLOYEE MANUALS
MONOGRAM DESIGN FOR LINENS,
UNIFORMS, ETC.

MARKETING

BUDGET CONSULTATION
PRESS RELEASES
MEDIA KITS

OFFICE

LOGO
BUSINESS CARDS
STATIONARY SETS
MESSAGE PADS
CORPORATE IDENTITY
HOLIDAY & NOTE CARDS

RESTAURANTS

MENUS
TABLE TENTS
POSTERS
WEBSITE & EBLASTS
EMPLOYEE MANUALS
MONOGRAM DESIGN FOR DISHES,
GLASSWARE, UNIFORMS, ETC.

RETAILERS

CATALOGS FOR PRINT & WEB
CUSTOM POS PAPERGOODS
HANGTAGS
HARDCOVER COOKBOOKS
STATIONARY
SHOPPING BAGS
EMPLOYEE MANUALS
MONOGRAM DESIGN FOR UNIFORMS

TOURISM & TOUR OPERATORS

WEBSITES
GUIDES & MAPS
POSTERS
PRINT & WEB ADS
BROCHURES
RACKCARDS
POSTCARDS

VENUES

WEBSITES
EBLASTS
TICKETS
BACKSTAGE PASSES
SIGNAGE
EMPLOYEE MANUALS
MONOGRAM DESIGN FOR UNIFORMS

WEBSITES

CURRENT SITE UPDATES
IMAGE UPDATES
DOMAIN REGISTRATION
NEW HTML & FLASH SITES
SITE STATS
WEBSITE HOSTING

Printing Services & Specifications

TRUE OFFSET LITHOGRAPHY

WHILE OTHER PRINTING COMPANIES HAVE COMPLETELY SWITCHED TO LASER OR DIGITAL PRINTING, WE ARE COMMITTED TO THE SUPERIOR QUALITY OF OFFSET LITHOGRAPHY FOR MOST OF OUR PRODUCTS FOR CRISP CLEAR PHOTOS AND INCREASED COLOR GAMUT.

BRILLIANT COLORS & SMOOTH TONES

WE USE HIGH QUALITY, COATED PAPER STOCK ALONG WITH LIQUID INKS TO PRODUCE BRIGHT, BEAUTIFUL, AND SMOOTH COLOR TONES THAT WILL REFLECT YOUR PROFESSIONAL IMAGE. YOU MAY USE ANY NUMBER OF COLOR COMBINATIONS INCLUDING, BUT NOT LIMITED TO, FULL COLOR PHOTOGRAPHS AND LOGOS.

FREE COATING OPTIONS FOR BUSINESS CARDS, RACK CARDS & POSTCARDS

ON EITHER SIDE OF YOUR CARD YOU MAY OPT FOR THE GLOSSY COATING OR THE SATIN MATTE FINISH AT NO EXTRA COST. THE COATING PROVIDES A SLICK GLOSSY LOOK THAT ENRICHES THE FULL COLOR PRINTING BY PROVIDING DEPTH, WHILE AT THE SAME TIME PROTECTING THE INK FROM FADING AND MOISTURE. THE SATIN MATTE FINISH IS SMOOTH AND DULL PROVIDING A SOFT AND ELEGANT LOOK TO THE CARD, WHILE HELPING FINGERPRINTS EVAPORATE WITHOUT A TRACE.

PREMIUM CARD STOCK

THE PAPER STOCK WE USE IS AMONG THE FINEST AVAILABLE. WE HAVE FOUND THAT CUSTOMERS PREFER OUR THICK PAPER STOCK FOR BUSINESS CARDS, POSTCARDS, GREETING CARDS, JUMBO MAILERS, BOOKMARKS, AND RACK CARDS AS IT PROVIDES FOR A NICE SOLID BODY THAT WILL HOLD UP WELL OVER TIME, WHILE PROVIDING AN IMAGE OF A STABLE AND PROFESSIONAL COMPANY.

PREMIUM LETTERHEAD AND ENVELOPE PAPER STOCK

THE ACID FREE 70# PAPER WE USE IS AN OPAQUE, PREMIUM #1 STOCK WITH SUPERIOR OFFSET RUN ABILITY. THE OPACITY LEVEL ALLOWS FOR MINIMUM SEE THROUGH WITHOUT INCREASED COST. THE BRIGHTNESS ALLOWS FOR CONSISTENT PRINTING FOR ALL COLORS. THIS IS A DEPENDABLE AND VERSATILE PAPER THAT IS GUARANTEED TO WORK WELL IN BOTH LASER AND INKJET PRINTERS. OUR 24# ECO-LAID PREMIUM PAPER COMBINES AN OLD-WORLD FINISH AND TRADITIONAL STYLE WITH CONTEMPORARY FLEXIBILITY. FEATURING A TACTILE, ANTIQUE LOOK, IT IS OFFERED IN BRIGHT WHITE, NATURAL OR GRAY SHOULD YOU PREFER A CLASSIC TEXTURED OR ALTERNATE COLOR FINISH FOR YOUR STATIONARY SET.

Print Pricing

PRICES SHOWN ARE FOR COMMON PRINTING REQUESTS AND DO NOT INCLUDE SHIPPING OR DELIVERY.
CUSTOM QUOTES AVAILABLE FOR ALTERNATIVE SIZES, QUANTITIES OR PAPER STOCK REQUESTS.

Business Cards

500	1-SIDE BUSINESS CARDS	\$ 54.95
500	2-SIDE BUSINESS CARDS	\$ 59.95
1,000	1-SIDE BUSINESS CARDS	\$ 74.95
1,000	2-SIDE BUSINESS CARDS	\$ 79.95
5,000	1-SIDE BUSINESS CARDS	\$239.95
5,000	2-SIDE BUSINESS CARDS	\$259.95

Brochures

500	9" X 12" 100# 4/4 GLOSS	\$ 478.95
1000	9" X 12" 100# 4/4 GLOSS	\$ 718.95
5000	9" X 12" 100# 4/4 GLOSS	\$1371.95
10,000	9" X 12" 100# 4/4 GLOSS	\$2025.95
25,000	9" X 12" 100# 4/4 GLOSS	\$4275.95
50,000	9" X 12" 100# 4/4 GLOSS	\$8349.95

Postcards

500	4" X 6" 2-SIDE POSTCARD	\$134.95
1000	4" X 6" 2-SIDE POSTCARD	\$172.95
2000	4" X 6" 2-SIDE POSTCARD	\$277.95
3000	4" X 6" 2-SIDE POSTCARD	\$335.95
4000	4" X 6" 2-SIDE POSTCARD	\$412.95
5000	4" X 6" 2-SIDE POSTCARD	\$465.95

Bookmarks

500	2" X 6" 2-SIDED BOOKMARK	\$ 44.95
1000	2" X 6" 2-SIDED BOOKMARK	\$ 83.95
3000	2" X 6" 2-SIDED BOOKMARK	\$176.95
5000	2" X 6" 2-SIDED BOOKMARK	\$256.95

Stationary Sets

500	24# LETTERHEAD	\$134.95
500	#10 ENVELOPES	\$344.95
1000	24# LETTERHEAD	\$209.95
1000	#10 ENVELOPES	\$374.95
1000	24# PREMIUM LTR ECO-LAID	\$358.50
1000	#10 PREMIUM ENV ECO-LAID	\$448.50
2500	24# LETTERHEADS	\$439.95
2500	#10 ENVELOPES	\$614.95
2500	24# PREMIUM LTR ECO-LAID	\$613.50
2500	#10 PREMIUM ENV ECO-LAID	\$598.50

(ADDITIONAL BLANK SHEETS AVAILABLE)

Rack Cards

100	4" X 9" 2-SIDE RACK CARD	\$ 57.95
250	4" X 9" 2-SIDE RACK CARD	\$ 70.95
500	4" X 9" 2-SIDE RACK CARD	\$ 87.95
1000	4" X 9" 2-SIDE RACK CARD	\$ 166.95
2000	4" X 9" 2-SIDE RACK CARD	\$ 290.95
3000	4" X 9" 2-SIDE RACK CARD	\$ 352.95
4000	4" X 9" 2-SIDE RACK CARD	\$ 432.95
5000	4" X 9" 2-SIDE RACK CARD	\$ 511.95
10,000	4" X 9" 2-SIDE RACK CARD	\$ 850.95
50,000	4" X 9" 2-SIDE RACK CARD	\$3,370.95
100,000	4" X 9" 2-SIDE RACK CARD	\$6,378.95

Design Pricing

Contact Information

PROGRAMS UTILIZED:

ADOBE PHOTOSHOP
ADOBE IN-DESIGN
ADOBE PAGEMAKER
ADOBE FLASH
ADOBE DREAMWEAVER
ADOBE ILLUSTRATOR
WATERCOLOR, OILS, PEN & INK,
TECHNICAL ILLUSTRATION

BASE RATES: \$65.00 PER HOUR

OR

4" X 5.75" QUARTER PAGE PRINT AD DESIGN:	\$180.00
8" X 5.75" HALF PAGE PRINT AD DESIGN:	\$300.00
8" X 11.5" FULL PAGE PRINT AD DESIGN:	\$500.00
4" X 9" RACK CARD	\$550.00
8" X 11.5" 2-SIDE COLOR MENU DESIGN:	\$700.00
BASIC 5-PAGE HTML WEBSITE DESIGN:	\$800.00
8" X 12" COLOR BROCHURE DESIGN:	\$1050.00
BASIC 5-PAGE FLASH WEBSITE DESIGN:	\$1200.00
CORPORATE IDENTITY, LOGO & DESIGN:	FROM \$1500.00
CUSTOM ILLUSTRATION	CALL FOR QUOTE

MACKINAC DESIGN
P.O. BOX 115
MACKINAC ISLAND, MI 49757

WWW.MACKINACDESIGN.COM
INFO@MACKINACDESIGN.COM

JOHN & MARY SLEVIN, PROPRIETORS

OFFICE: (906) 847-3463
CELL: (231) 881-6449