

print & design ltd
toppers 

Turn your marketing objectives into reality with toppers

MARKETING (pages 4 - 11)

Toppers specialise in providing businesses with a bespoke and unique marketing strategy. Through analytical reporting we are able to gather vital information at each stage of your project to see how it's performing and begin to make informed decisions when taking the next step.

GRAPHIC DESIGN (pages 12 - 19)

By utilising expertise, experience and a creative way of thinking, our Graphic Design team can help ensure that your marketing collateral will always communicate your message in a stylistic and appropriate way that best reflects your business.

WEB (pages 20 - 23)

Our Web service focuses on providing customers with an efficient and economic way of communicating. Through Website Design, Email Marketing, Social Media and many other platforms we can begin to spread your message to the world.

PRINT (pages 24 - 27)

We have over 40 years of experience within the printing sector and are specialists in this field. Our wealth of knowledge in both off-set and digital print enables us to manage your printing and deliver true value from your budget.

SIGNS AND DISPLAY (page 28)

Our dedicated team can produce an array of sign & display products based on your requirements. We provide options for a variety of applications for your office frontage, shop fascia, vehicle livery, site signage and a huge range of exhibition display and point of sale systems.

Our story

In 1972 the Smith family established a small printing business housed on Oxford Street, London. Moving to Hertfordshire in the mid seventies, the business soon expanded and developed it's print and design services. Forty years on, supported by their growing family, that small, family run venture has grown into one of the areas most successful Marketing and Print specialists.

As solid as our Smith family name which started it, Toppers Print & Design Limited instil trust, quality and value in everything we do. From planning your marketing strategies, designing your corporate identity or literature, developing your website or managing your printing requirements.

This brochure has been designed and produced to introduce you to our products and services and to give insight as to what we can offer your company.

We look forward to working with you in the future.

Wayne Smith
Managing Director





DELIVERING QUALITY FOR OVER 40 YEARS

marketing

graphic design

web

print

signs and display

Getting you started

Research, Brainstorming & Planning

We believe it's important that our marketing team fully understands your business and expectations before committing to any project.

Through client consultation we will aim to gather all of the vital ingredients such as: competition, budget, experience, costs, selling price and deadlines. This will help us to understand your initial plan and help you to make informed decisions. Often our research provides us with information that may re-define your concept altogether preventing you from making costly marketing mistakes.

We understand that each of our clients have individual requirements and that careful planning and research plays an essential role in providing you with a unique strategy. This will help us to develop your most effective route to market.

Additionally, we have a wealth of experience from a broad cross section of past and present projects. From our experience and existing data we will then be able to successfully benchmark you against similar businesses from which we can use as a platform from which to build your proven new strategy.

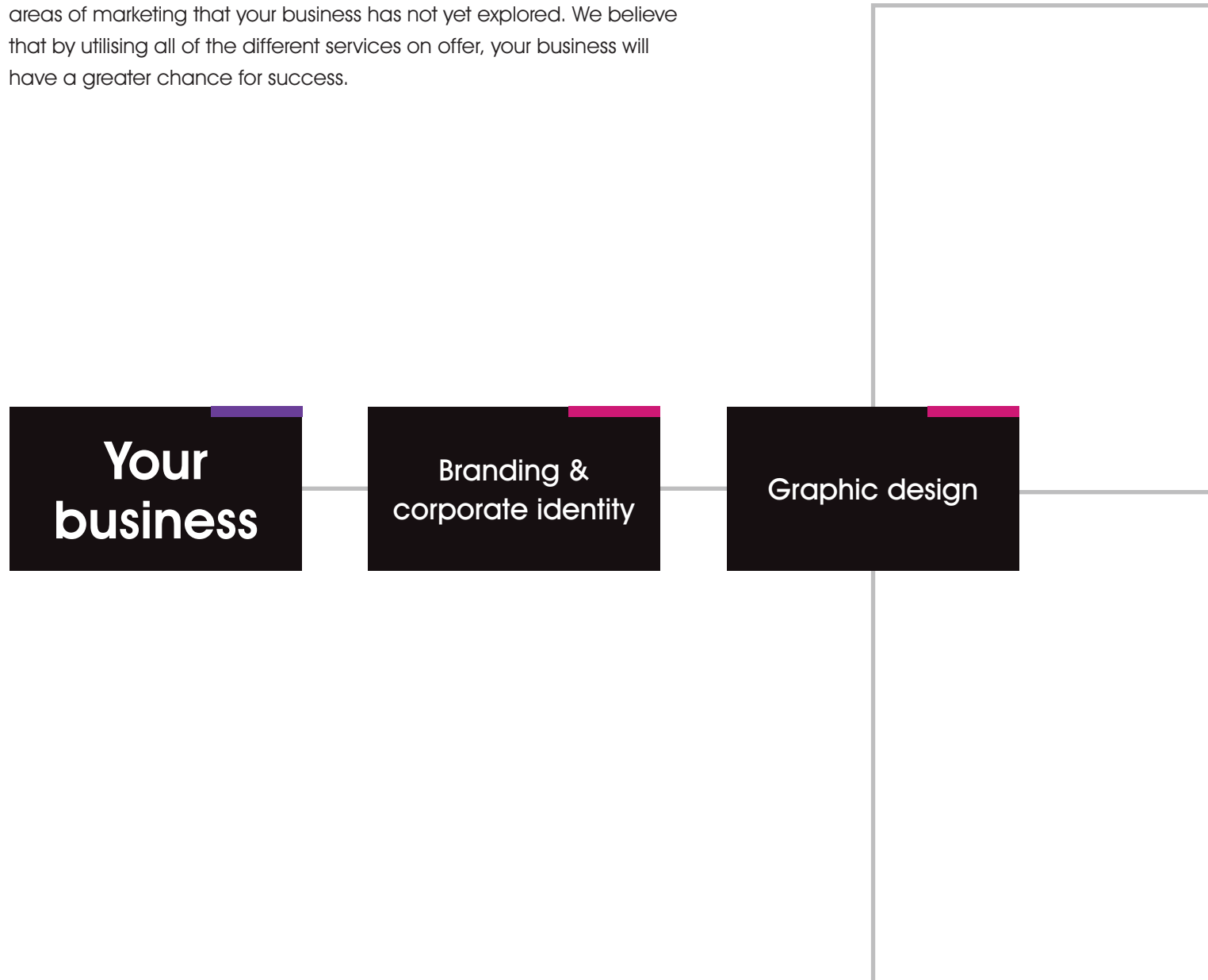
I MARKETING



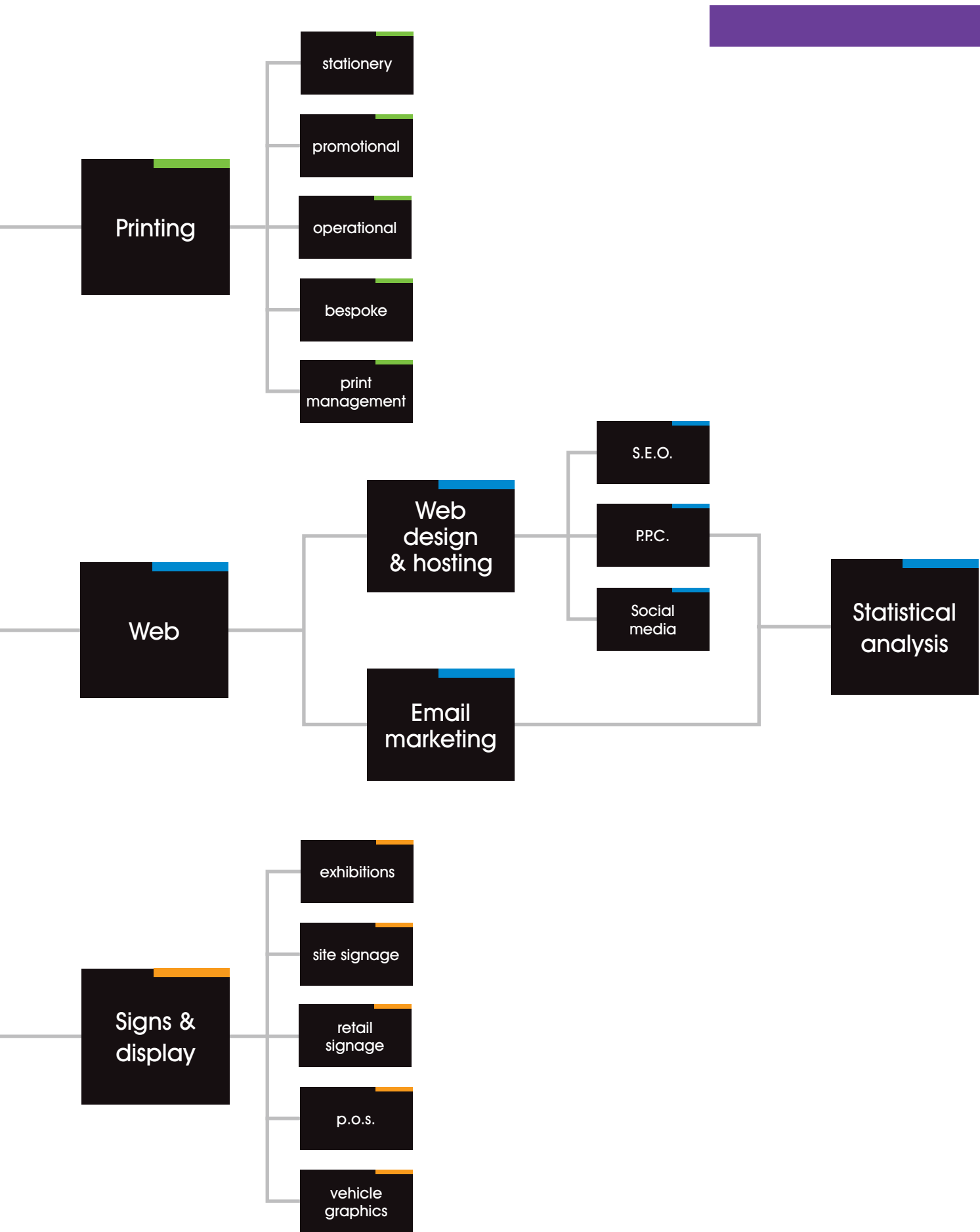
The complete marketing solution

Finding the best route to market

This flow chart has been designed to help you easily identify different areas of marketing that your business has not yet explored. We believe that by utilising all of the different services on offer, your business will have a greater chance for success.



MARKETING



Google analytics

Making good, informed decisions

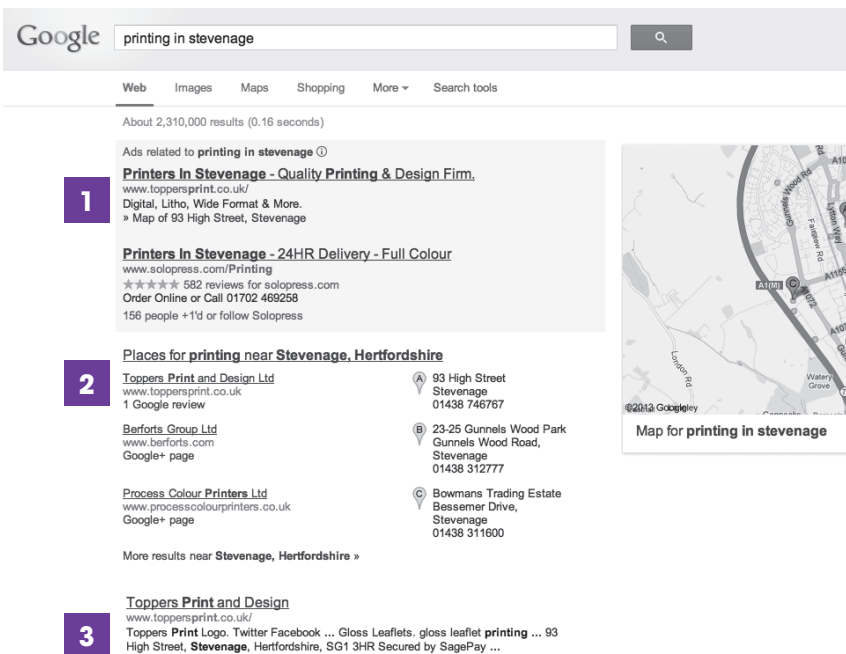
A website can play an essential role in the progression of your business. (see page 20). Through Google Analytics we're able to gain access to a vast amount of information from which we can analyse and review your websites performance.

For new businesses this information can help to determine your most effective route to market, whilst for existing businesses we can help to identify what is working, what isn't working and if changes should be implemented.

Analytical reporting can help increase website traffic, optimise paid online advertisements, decrease bounce rate (customers who quickly leave your website), increase the quality of traffic and most importantly, increase website conversions.

Additionally, we have access to information from a variety of different industry sector website data. We use this cross section of information to benchmark your business against other businesses giving you the best chance for success.

Understanding google



- 1) Google Adword campaigns appear at the very top of the Google search. Your advert will appear depending on your chosen keywords.
- 2) We can help you to gain extra exposure by setting up your Google+ page.
- 3) By optimising your website content, we can help you to rank higher on Google search listings.

MARKETING

Need help with analytics?

If you're looking to take control of your own analytics account then we can give you a helping hand. By using our experience and expertise we can help you to get started with analytics in no time at all.

Just ask a member of staff for details.

Google™

Book a google analytics consultation today!

If you'd like to **book a consultation** with us and discuss how **we can help your business** then give us a call on:

01438 746 767

Or visit our website at:
www.toppersprint.co.uk

- 1) Find out when traffic is at its busiest
- 2) Find out how many visits you've had
- 3) Find out how long people are staying on your website for
- 4) Find out where your traffic comes from
- 5) Find out how your traffic found your site



Marketing word cloud

By understanding your business we will help to maximise your marketing budget. By using innovative thinking, creative design, an effective marketing plan and project management we can help your business venture to develop and grow. The term cloud below depicts key words that have been selected to best represent each of our services. Together they can be used to form an effective marketing plan.



MARKETING

40 years
experience

twitter facebook cross media google+ linkedin
 web design & hosting content management system statistical analysis
 web 2.0 css S.E.O blogs google adwords html
 exhibition graphics mobile technologies Web social media video email marketing
 banners with eyelets audio browser data capture usability
 digital flip books social media marketing
 attention grabbing Signs & display cut vinyl site survey
 flags posters roller banners
 eye catching snap frame high quality bespoke to your every need
 canvases ncr printing brochures
 Printed literature folders postcards
 digital printing foiling print management
 business cards documentation
 letterheads

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Graphic design

Our graphic design team can create a diverse range of work across multiple disciplines including print design, corporate identity and web design. Our aim is to help our clients communicate their message clearly and creatively.

We provide our graphic design services to a wide range of clients, from small businesses to large corporations in a variety of business sectors.

The process always begins with a consultation from which we'll begin to gather vital information and write the creative brief for your project. Also, we believe that it is vital to involve our clients through the entire design process as much as possible so that we can ensure that deadlines, expectations and budgets are met.

Additionally, we always strive to produce intelligent and innovative design that can make your project more economical and cost effective.

A photograph of a person's hands typing on a white keyboard on a wooden desk. The image is split vertically: the left side shows the hands and keyboard in a soft, semi-transparent overlay, while the right side shows the same scene in sharp focus. The background is a light-colored wooden desk.

I GRAPHIC DESIGN



**Start your
project today
and **book a
consultation****

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**See our
project case
studies at:**

www.toppersprint.co.uk

Branding and corporate identity

Why should I take pride in how I look?

Making that first impression is often the difference between winning and losing clients.

In the current economic climate, people are looking for businesses who care. They are looking for consistency throughout their business endeavours and for companies that they can trust.

By having a well thought through and attractive brand identity your business can capture the imagination of your target audience. A professional brand identity will instil trust and provide your prospects with confidence, that your company can deliver what it promises.

Let us help change the way that you're perceived!

Whether you're starting a new business or are needing to re-brand, we can help you by taking the necessary steps to help fuel your success.

1. We'll arrange a meeting to find out your exact needs, targets and discuss your business strategy. This will help us put together a detailed brief and help deliver an identity that best represents your business.
2. One of our experienced designers will spend time researching your industry and start putting together some initial concepts.
3. After receiving these initial concepts you'll be able to give your direct feedback to the designer to start tweaking your design as you see fit.
4. Once your logo has been approved, your brand is ready to explode. All of your future design projects will contain your corporate identity.

I GRAPHIC DESIGN



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What to expect

Our experienced graphic designers will always supply you with a comprehensive case study pack that displays the progression of your branding and corporate identity. This will enable you to feel engaged with the process and understand any decisions that we may take.

A full understanding of our designers thought process is essential for you to be able to provide us with extensive and impactful feedback that could have a lasting effect on your final design.

Example project extract:

Client: Lexington Investments | **Business sector:** Investment

Our initial sketches try to capture an understanding of the services that 'Lexington Investments' provide. A combination of buildings and investment suggestive symbols help to communicate the essence of the companies business model.

Being an investment company we feel that it is important that the design for Lexington Investment must command a sense of professionalism and authority, which can be achieved by using bold colour and thick lines.

We also feel it is important that the design sits comfortably within an environment in which high sums of money are exchanged and that the simplicity of the design must take on a 'no complications' approach, much like the final decision to make an investment, once all of the planning and research has been completed.

Meaning behind concept

Our initial concept is a simple design with a subtle message. The 'greater than' symbols are representative of success within an industry in which mathematics are vital. The use of negative space between the 'l' and the initial 'greater than' symbol creates the shape of a forward facing arrow which has been designed to indicate growth.

I GRAPHIC DESIGN

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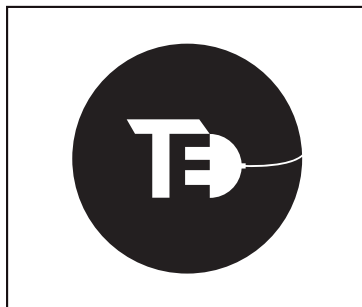
Initial sketches:



Final design:



Recently completed projects



GRAPHIC DESIGN

Packages:

Corporate Identity

Includes:

- › Initial meeting to discuss and create your brief
- › Research and planning of your target audience
- › Initial design concepts
- › Final amendments of new logo
- › Consistent branding for use in all future marketing literature

From **£299.00** +vat

Corporate Identity

with branded stationery

Includes:

- › Initial meeting to discuss and create your brief
- › Research and planning of your target audience
- › Initial design concepts
- › Final amendments of new logo
- › Branded stationery pack which includes:
Business card, Letterhead and Compliment slip
- › Consistent branding for use in all future marketing literature

From **£499.00** +vat

Corporate Identity

with branded stationery and brand guidelines

Includes:

- › Initial meeting to discuss and create your brief
- › Research and planning of your target audience
- › Initial design concepts
- › Final amendments of new logo
- › Branded stationery pack which includes:
Business card, Letterhead and Compliment slip
- › Consistent branding for use in all future marketing literature
- › Brand guidelines

From **£799.00** +vat

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Website design

It is highly uncommon for a business not to have its own website. In fact for many businesses a website is an integral part of their overall business strategy. Some enterprises use their website as a source of lead generation, whilst others use it purely as an online brochure. Toppers can advise on how a website can benefit your business.

Your website is just the start...

Imagine purchasing 5,000 leaflets and then storing them in a cupboard for nobody to find. Having a website and not promoting it is exactly the same. We can put your website together, but that is only just the start of your journey. We'll help you to tell the world about it, this can be through a variety of cross media platforms including Email marketing, Pay Per Click advertising, SEM, Printed literature, Social media etc... we'll help establish your best route to market so that you have the best chance for success.

What do I get with a toppers website?

❖ Content management:

As standard, even our basic website packages come with a content management system. You will get your own login details so that you have the ability to access the administration area of your site and update content and imagery as you please. This means that you won't have to ask us to make content changes for you, saving you both time and money.

🔒 Security, structure and mobile responsive:

We help to keep your websites secure and stable. We do this by building our clients websites upon a secure and stable framework system. The framework is constantly updated with the latest fixes and patches keeping you in the mind that your website is safe. As well as this, the structure has been tried and tested across various web browsers, monitors, tablets and mobile phones so that your website looks consistent no matter what the device is that your users are browsing your site upon. Furthermore, with the growing demand for mobile browsing we are able to provide fully mobile responsive websites to improve the user experience.

IWEB

✉ Contact form:

We can create a bespoke contact form to place onto your website so that you can receive enquiries from interested users. Your form can also be used to capture vital data such as contact numbers, email addresses and other data to be used in future marketing initiatives.

⋮ Backing up:

If you will be regularly updating the content on your website then we can offer you a regular backup service to protect your site in the unlikely event that a fault occurs. Our backups include both regular MySQL database and FTP file backups.

✍ Copywriting:

If you require help with writing the copy for your website then the toppers team are more than happy to provide you with content for an additional cost.

📊 Analytical reporting:

We regularly check to see how our clients websites are performing so that we can advise on the next step to take. These reports can also be sent to our clients on a monthly basis so that you can see if your targets are being met.

🌐 Social media integration:

Your website can be integrated with various social media tools so that you can maximise the visibility of your website. These tools include live twitter feeds to your website, rss feeds, social like buttons, plus a whole host more!

⚙ Widgets and Gizmo's:

We have access to a huge library of different widgets and gizmo's. If your website requires anything from a search bar to your very own blog then just let us know and we'll add the product to your site.



Start your web project today and book a consultation

If you'd like to **book a consultation** with us and discuss how **we can help your business** then give us a call on:

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Or visit our website at:
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Our packages include:

- Basic keyword research
- Under construction page
- Privacy policy
- Cookie policy
- Ability to backup and restore (extra charge if required)

CMS (content management dashboard)

- The ability to update and manage the content of your website

Webmaster tools & analytics

- Site verification / google submission
- .XML sitemap
- Fetch as google (on all pages up until point of website handover).
- On page optimisation
- Google analytics

Website examples

Toppers have a large portfolio of websites. Below is a list of websites for your viewing:

- www.capitalfiresafety.co.uk
- www.cabenco.com
- www.bumpnspin.co.uk
- www.wag-fastic.co.uk

Marketing decisions are made through measurable analysis

The biggest challenge most website owners have is generating quality leads to the business. By using web based tools we can attract visitors to your website and help improve conversion rates. As your data grows and becomes more intelligent we can make better and more informed marketing decisions to help give your enterprise the best chance to succeed.

The integration of the many different web marketing tools can be used to create an overall lead generation strategy that could become pivotal to your success.



Email Marketing

By using your existing data, you can begin to send targeted emails out to the people who are likely to listen. Through analytical reporting it is easy to see how successful each email campaign has been.

Search Engine Optimisation (SEO)

Ranking organically through google could save you from investing in other forms of online advertising. Niche industries have a greater chance of ranking highly as there isn't as much competition, however the search must be there for Search Engine Marketing (SEM) to be worthwhile.

Pay Per Click Advertising (PPC)

In some instances PPC may have a greater return on investment than SEO. As time goes by most popular search terms become saturated by competition and the best way to become visible is to use PPC advertising to gain better value for money and get faster, more immediate results.

Start your marketing plan today and **book a consultation**

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Looking after your print for over 40 years

Since 1972 Toppers have been taking care of your printing. More than 40 years later, we are still providing our customers with that same unrivalled service where quality, care and customer relationships are of paramount importance.

Throughout our journey we've accumulated a wealth of knowledge and experience within the print sector. This means that we are well equipped to manage all of your businesses printing projects to help save both time and money.

Our expertise in traditional methods combined with modern technology allows us to manage your print projects efficiently.

Using digital printing we are able to offer fast turnaround times, great quality whilst keeping control of costs.

Traditional offset print is still utilised as it still offers unsurpassed quality, a large variety of stocks and finishes whilst keeping unit costs down for larger runs.

Benefits of offset printing:

- ✓ High image quality.
- ✓ Works on a wide range of printing surfaces and stocks.
- ✓ The unit cost reduces as the quantity goes up.
- ✓ We use an efficient computer-to-plate system, further increasing quality and speeding up our processes.
- ✓ Can be used along with different print finishing such as foiling, embossing, etc.

Benefits of digital printing:

- ✓ Fast turnaround times.
- ✓ Cheaper for lower volume printing. (Approximately 250 or less, dependant on product).
- ✓ Variable data printing - This is primarily used for fully personalised direct marketing.

I PRINTING



Let us help you to manage your printing

Our 40 years of expert knowledge and experience means that we can ensure that your printing is managed economically and efficiently.

If you'd like to **book a consultation** with us and discuss how **we can help your business** then give us a call on:

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Or visit our website at:
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.....
Printing prices can be found from page **29**.
.....

Bespoke print

We can also produce bespoke print jobs such as **die cutting, foiling, embossing** plus much more!

Our press room in 1972

Call us today on: **01438 746 767**

Print management

For bigger projects Toppers combine experience, flexibility and sound advice to provide a complete print management solution.

We work closely alongside our clients to ensure that we can establish a good understanding of your company, whilst preserving your brand image so that all of your individual needs are met.

From the information gathered through client consultation, we will be able to devise a workable plan of action that will effectively manage your project. Our experienced project management team will ensure things run smoothly by:

- Detailing a plan that will contain full specifications, budgets, logistics and timescales whilst highlighting any potential areas of concern.
- Agreeing project plan with all parties concerned.
- Logging the project progress with regular updates to ensure that all deadlines and budgets are met.
- Archiving of all job history for future reference.

We understand our environmental responsibility and will ensure that our operations including management, office services, printing, delivery and procurement all meet our environmental policy guidelines.

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Our partners include:



PRINTING

print & design ltd
toppers

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Printing prices can
be found from page
29.
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Bespoke print

We can also produce
bespoke print jobs such
as **die cutting, foiling,
embossing** plus much
more!

Signs and display

Our dedicated team can produce a variety of sign & display options based on your individual requirements so that you get the maximum out of your budget. We pride ourselves on providing great value products without compromising on quality and always delivering on time.



Monsoon banners



Canvas printing



Roller and Tension banners



Flag banners



A boards

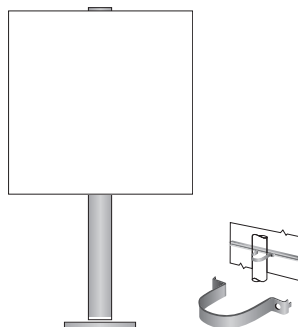


Plate and post signage

Let us help you to **manage your signage**

Our 40 years of expert knowledge and experience means that we can ensure that your signs and display systems are managed economically and efficiently.

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Signs and display pricing can be found from page 31.
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Bespoke signage projects

We are able to manage **bespoke signage projects**.

We can offer:

- Consultation and site survey
- Calculating of costs involved
- Design and visuals of the project
- Manufacture of signs
- Delivery of signs
- Full installation
- Full project management

ISIGNS & DISPLAY



price guide

The Small Print > Because of the individual requirements of our customers, we haven't included charges for artwork, disk-checking, carriage or vat to our prices. These charges will be added dependant on your specific requirements. Terms and conditions apply please see our website for details www.toppersprint.co.uk

Corporate stationery:

Regular Business Cards

Size	Code	Printed	100	250	500	1,000
85mm x 55mm	BCSSUL	4 x 0	£40.00	£45.00	£50.00	£70.00
85mm x 55mm	BCDSUL	4 x 4	£50.00	£60.00	£70.00	£115.00

Specification: 400gsm silk artboard | full colour one or both sides | approve your artwork by 3pm and pick up just **3** working days later

Luxury Business Cards

Size	Code	Printed	100	250	500	1,000
85mm x 55mm	BCSSUL	4 x 0	£50.00	£60.00	£70.00	£85.00
85mm x 55mm	BCDSUL	4 x 4	£60.00	£80.00	£90.00	£120.00

Specification: 400gsm silk artboard | full colour one or both sides | matt lamination both sides | approve your artwork by 3pm and pick up just **3** working days later

Letterheads

Size	Code	Printed	250	500	1,000	2,000	5,000	10,000
A5	LHA5SS	4 x 0	£85.00	£90.00	£95.00	£130.00	£190.00	£320.00
A5	LHA5DS	4 x 4	£120.00	£125.00	£145.00	£190.00	£270.00	£430.00
A4	LHA4SS	4 x 0	£105.00	£110.00	£125.00	£190.00	£320.00	£490.00
A4	LHA4DS	4 x 4	£155.00	£160.00	£190.00	£270.00	£430.00	£630.00
A3	LHA3SS	4 x 0	£180.00	£190.00	£220.00	£345.00	£510.00	£910.00
A3	LHA3DS	4 x 4	£245.00	£260.00	£280.00	£420.00	£640.00	£1145.00

Specification: 120gsm smooth white | full colour one or both sides | approve your artwork by 3pm and pick up just **3** working days later

Compliment Slips

Size	Code	Printed	250	500	1,000	2,000	5,000	10,000
210mm x 99mm	CSSS	4 x 0	£70.00	£75.00	£85.00	£110.00	£145.00	£220.00
210mm x 99mm	CSDS	4 x 4	£110.00	£120.00	£130.00	£170.00	£220.00	£290.00

Specification: 120gsm smooth white | full colour one or both sides | approve your artwork by 3pm and pick up just **3** working days later

Promotional literature:

Gloss Leaflets

Size	Code	Printed	100	250	500	1,000	2,000	5,000	10,000
A6	LFGA6SS	4 x 0	£45.00	£55.00	£85.00	£90.00	£100.00	£110.00	£150.00
A6	LFGA6DS	4 x 4	£60.00	£80.00	£110.00	£125.00	£145.00	£160.00	£210.00
A5	LFGA5SS	4 x 0	£60.00	£85.00	£90.00	£110.00	£120.00	£130.00	£220.00
A5	LFGA5DS	4 x 4	£75.00	£110.00	£130.00	£155.00	£180.00	£200.00	£295.00
A4	LFGA4SS	4 x 0	£80.00	£95.00	£115.00	£140.00	£165.00	£220.00	£320.00
A4	LFGA4DS	4 x 4	£95.00	£140.00	£170.00	£205.00	£250.00	£300.00	£420.00
A3	LFGA3SS	4 x 0	£140.00	£160.00	£200.00	£230.00	£280.00	£335.00	£550.00
A3	LFGA3DS	4 x 4	£180.00	£245.00	£280.00	£330.00	£380.00	£450.00	£740.00
1/3 A4	LFG3A4SS	4 x 0	£55.00	£80.00	£95.00	£100.00	£105.00	£120.00	£180.00
1/3 A4	LFG3A4DS	4 x 4	£65.00	£90.00	£140.00	£145.00	£155.00	£170.00	£245.00
Extra to fold			£10.00	£20.00	£30.00	£40.00	£50.00	£60.00	£70.00

Specification: 150gsm gloss | full colour one or both sides | approve your artwork by 3pm and pick up just **3** working days later

Silk Leaflets

Size	Code	Printed	100	250	500	1,000	2,000	5,000	10,000
A6	LFA6SS	4 x 0	£45.00	£55.00	£90.00	£100.00	£120.00	£130.00	£180.00
A6	LFA6DS	4 x 4	£60.00	£80.00	£110.00	£150.00	£180.00	£190.00	£250.00
A5	LFA5SS	4 x 0	£60.00	£85.00	£100.00	£130.00	£150.00	£170.00	£270.00
A5	LFA5DS	4 x 4	£75.00	£110.00	£160.00	£190.00	£220.00	£245.00	£360.00
A4	LFA4SS	4 x 0	£80.00	£125.00	£140.00	£170.00	£200.00	£270.00	£390.00
A4	LFA4DS	4 x 4	£95.00	£180.00	£210.00	£250.00	£310.00	£370.00	£520.00
A3	LFA3SS	4 x 0	£140.00	£230.00	£245.00	£280.00	£340.00	£400.00	£670.00
A3	LFA3DS	4 x 4	£180.00	£300.00	£350.00	£400.00	£460.00	£550.00	£900.00
1/3 A4	LF3A4SS	4 x 0	£55.00	£80.00	£100.00	£110.00	£125.00	£140.00	£220.00
1/3 A4	LF3A4DS	4 x 4	£65.00	£90.00	£155.00	£170.00	£190.00	£210.00	£295.00
Extra to fold			£10.00	£20.00	£30.00	£40.00	£50.00	£60.00	£70.00
Specification: 170gsm silk full colour one or both sides approve your artwork by 3pm and pick up just 3 working days later									

Showcards

Size	Code	Printed	100	250	500	1,000	2,000
A7	SCA7SS	4 x 0	£50.00	£55.00	£85.00	£95.00	£105.00
A7	SCA7DS	4 x 4	£55.00	£65.00	£95.00	£120.00	£170.00
A6	SCA6SS	4 x 0	£55.00	£60.00	£95.00	£120.00	£160.00
A6	SCA6DS	4 x 4	£70.00	£90.00	£120.00	£180.00	£245.00
A5	SCA5SS	4 x 0	£70.00	£95.00	£135.00	£170.00	£245.00
A5	SCA5DS	4 x 4	£85.00	£120.00	£190.00	£230.00	£345.00
A4	SCA4SS	4 x 0	£95.00	£145.00	£195.00	£245.00	£345.00
A4	SCA4DS	4 x 4	£110.00	£195.00	£270.00	£345.00	£520.00
A3	SCA3SS	4 x 0	£145.00	£245.00	£310.00	£395.00	£570.00
A3	SCA3DS	4 x 4	£180.00	£345.00	£445.00	£570.00	£730.00
1/3 A4	SC3A4SS	4 x 0	£60.00	£85.00	£105.00	£140.00	£190.00
1/3 A4	SC3A4DS	4 x 4	£70.00	£95.00	£170.00	£210.00	£280.00
Specification: 400gsm silk artboard full colour one or both sides approve your artwork by 3pm and pick up just 3 working days later							

Laminated showcards

Size	Code	Printed	100	250	500	1,000	2,000
A7	SCA7SSL	4 x 0	£55.00	£65.00	£95.00	£120.00	£130.00
A7	SCA7DSL	4 x 4	£60.00	£70.00	£110.00	£145.00	£190.00
A6	SCA6SSL	4 x 0	£65.00	£90.00	£120.00	£130.00	£180.00
A6	SCA6DSL	4 x 4	£75.00	£95.00	£160.00	£195.00	£260.00
A5	SCA5SSL	4 x 0	£100.00	£120.00	£145.00	£185.00	£290.00
A5	SCA5DSL	4 x 4	£105.00	£170.00	£195.00	£260.00	£390.00
A4	SCA4SSL	4 x 0	£145.00	£170.00	£210.00	£290.00	£445.00
A4	SCA4DSL	4 x 4	£220.00	£245.00	£295.00	£410.00	£595.00
A3	SCA3SSL	4 x 0	£245.00	£310.00	£380.00	£510.00	£780.00
A3	SCA3DSL	4 x 4	£320.00	£430.00	£520.00	£680.00	£960.00
1/3 A4	SC3A4SSL	4 x 0	£70.00	£95.00	£125.00	£170.00	£230.00
1/3 A4	SC3A4DSL	4 x 4	£80.00	£120.00	£180.00	£235.00	£320.00
Specification: 400gsm silk artboard full colour one or both sides matt lamination both sides approve your artwork by 3pm and pick up just 5 working days later							

Presentation folders

Size	Code	Printed	50	100	500	1,000	2,000
A5	PFA5SS	4 x 0	£295.00	£395.00	£525.00	£675.00	£950.00
A5	PFA5DS	4 x 4	£325.00	£475.00	£710.00	£910.00	£1270.00
A4	PFA4SS	4 x 0	£390.00	£490.00	£645.00	£820.00	£1220.00
A4	PFA4DS	4 x 4	£470.00	£670.00	£830.00	£1030.00	£1470.00

Specification: 400gsm silk | full colour one or both sides | matt laminated both sides | interlocking
approve your artwork by 3pm and pick up just **7** working days later

Brochures:

Single leave brochures

Size	Description	Code	Printed	10	20	50	100	250	500
4pp A5	A4 folded in half to A5	BR4PPA5	4 x 4	£70.00	£90.00	£120.00	£165.00	£290.00	£340.00
4pp DL	210mm x 198mm folded in half	BR4PPDL	4 x 4	£70.00	£90.00	£120.00	£165.00	£255.00	£290.00
6pp DL	A4 folded in three	BR6PPDL	4 x 4	£70.00	£90.00	£120.00	£165.00	£290.00	£340.00
4pp A4	A3 folded in half to A4	BR4PPA4	4 x 4	£85.00	£130.00	£195.00	£280.00	£400.00	£460.00

Specification: 400gsm silk artboard | full colour both sides | matt laminated both sides | creased | supplied flat
approve your artwork by 3pm and pick up just **5** working days later

Multi-leaved brochures and booklets

Size	Description	Code	Printed	10	20	50	100	250
8pp A5	A4 folded in half to A5	BK8PPA5	4 x 4	£85.00	£130.00	£195.00	£280.00	£400.00
12pp A5	A4 folded in half to A5	BK12PPA5	4 x 4	£95.00	£150.00	£235.00	£350.00	£510.00
16pp A5	A4 folded in half to A5	BK16PPA5	4 x 4	£110.00	£190.00	£270.00	£400.00	£620.00
8pp A4	A3 folded in half to A4	BK8PPA4	4 x 4	£120.00	£210.00	£290.00	£420.00	£640.00
12pp A4	A3 folded in half to A4	BK12PPA4	4 x 4	£150.00	£250.00	£320.00	£430.00	£820.00
16pp A4	A3 folded in half to A4	BK16PPA4	4 x 4	£160.00	£270.00	£365.00	£480.00	£850.00

Specification: Covers: 400gsm silk artboard matt laminated | Insides: 170gsm silk art | full colour throughout | saddle stitched
approve your artwork by 3pm and pick up just **5-7** working days later

Recycled products:

Recycled Promotional Literature

Product	Size	Code	Printed	500	1,000	2,000	5,000
Letterheads	A5	RLHA5SS	4 x 0	£80.00	£90.00	£110.00	£140.00
Letterheads	A5	RLHA5DS	4 x 4	£120.00	£140.00	£160.00	£200.00
Letterheads	A4	RLHA4SS	4 x 0	£100.00	£110.00	£160.00	£225.00
Letterheads	A4	RLHA4DS	4 x 4	£150.00	£170.00	£220.00	£320.00
Letterheads	A3	RLHA3SS	4 x 0	£160.00	£190.00	£280.00	£350.00
Letterheads	A3	RLHA3DS	4 x 4	£220.00	£250.00	£360.00	£450.00
Compliment Slips	1/3 A4	RCSSS	4 x 0	£70.00	£80.00	£100.00	£120.00
Compliment Slips	1/3 A4	RCSDS	4 x 4	£110.00	£120.00	£140.00	£180.00
				250	500	1,000	2,000
Silk Leaflet	A5	RLFA5SS	4 x 0	£85.00	£100.00	£130.00	£150.00
Silk Leaflet	A5	RLFA5DS	4 x 4	£110.00	£160.00	£190.00	£220.00
Silk Leaflet	A4	RLFA4SS	4 x 0	£125.00	£140.00	£170.00	£200.00
Silk Leaflet	A4	RLFA4DS	4 x 4	£180.00	£210.00	£250.00	£310.00
Silk Postcard	A6	RPCA6SS	4 x 0	£60.00	£95.00	£120.00	£160.00
Silk Postcard	A6	RPCA6DS	4 x 4	£90.00	£120.00	£180.00	£245.00
Silk Postcard	A5	RPCA5SS	4 x 0	£95.00	£135.00	£170.00	£245.00
Silk Postcard	A5	RPCA5DS	4 x 4	£120.00	£190.00	£230.00	£345.00

Specification: **Letterheads:** 100gsm recycled white laser | **Compliment Slip:** 100gsm recycled white laser | **Leaflets:** 170gsm silk artboard
Postcards: 400gsm silk artboard | full colour one or both sides | approve your artwork by 3pm and pick up just **5** working days later

Point of sale products (pos):

Posters

Size	Code	Printed	10	25	50	100	250	500	1,000
A4	POSTERA4	4 x 0	£15.00	£25.00	£45.00	£75.00	£95.00	£115.00	£180.00
A3	POSTERA3	4 x 0	£30.00	£40.00	£70.00	£140.00	£160.00	£200.00	£310.00
A2	POSTERA2	4 x 0	£100.00	£190.00	£310.00	£320.00	£330.00	£370.00	£430.00
A1	POSTERA1	4 x 0	£160.00	£260.00	£360.00	£550.00	£560.00	£580.00	£660.00

Size	Code	Printed	1	2	3	4	5	6	7
A0	POSTERA0	4 x 0	£35.00	£70.00	£105.00	£140.00	£175.00	£195.00	£225.00

Specification: 150gsm gloss | full colour one side | approve your artwork by 3pm and pick up just **3** working days later

Posters in Snap Frames

Size	Code	Printed	1	2	3	4	5	10	20	30	40	50
A4	SFPOSTERA4	4 x 0	£11.00	£21.00	£31.00	£41.00	£51.00	£90.00	£180.00	£240.00	£320.00	£375.00
A3	SFPOSTERA3	4 x 0	£15.00	£29.00	£43.00	£57.00	£71.00	£120.00	£240.00	£330.00	£440.00	£500.00
A2	SFPOSTERA2	4 x 0	£25.00	£50.00	£75.00	£100.00	£120.00	£220.00	£420.00	£610.00	£740.00	£900.00
A1	SFPOSTERA1	4 x 0	£45.00	£90.00	£135.00	£180.00	£225.00	£380.00	£720.00	£990.00	£1200.00	£1350.00
A0	SFPOSTERA0	4 x 0	£80.00	£150.00	£225.00	£292.00	£340.00	£660.00	£1220.00	£1660.00	£2120.00	£2500.00

Specification: 200gsm smooth white | full colour one side | supplied in 25mm, front opening aluminium snap frame
approve your artwork by 3pm and pick up just **3** working days later

Snap Frames

Size	Code	Printed	1	2	3	4	5	10	20	30	40	50
A4	SFA4	None	£9.00	£18.00	£27.00	£36.00	£45.00	£80.00	£160.00	£210.00	£280.00	£325.00
A3	SFA3	None	£13.00	£26.00	£39.00	£52.00	£65.00	£110.00	£220.00	£300.00	£400.00	£450.00
A2	SFA2	None	£15.00	£30.00	£45.00	£60.00	£70.00	£130.00	£240.00	£360.00	£440.00	£500.00
A1	SFA1	None	£30.00	£50.00	£75.00	£100.00	£125.00	£200.00	£360.00	£510.00	£640.00	£750.00
A0	SFA0	None	£40.00	£80.00	£120.00	£160.00	£190.00	£380.00	£720.00	£1000.00	£1280.00	£1500.00

Specification: 25mm, front opening aluminium snap frame
approve your artwork by 3pm and pick up just **2** working days later

Flag Banners

Style	Code	Printed	2.5m	3.5m	4.5m	5.5m
Teardrop	FLTEARSS	4 x 0	£90.00	£130.00	£190.00	£210.00
Teardrop	FLTEARDS	4 x 4	£170.00	£230.00	£310.00	£325.00
Bow	FLBOWSS	4 x 0	£110.00	£170.00	£230.00	£250.00
Bow	FLBOWDS	4 x 4	£190.00	£270.00	£325.00	£350.00

Specification: Fabric print | flag pole | carry bag | bases sold separately
approve your artwork by 3pm and pick up just **5** working days later

Canvas Printing

Size	Code	Printed	1	2	3	4	5	10	20
12 x 16"	CV1216	4 x 0	£40.00	£76.00	£114.00	£152.00	£190.00	£360.00	£640.00
16 x 20"	CV1620	4 x 0	£66.00	£124.00	£186.00	£248.00	£310.00	£580.00	£1080.00
16 x 24"	CV1624	4 x 0	£66.00	£124.00	£186.00	£248.00	£310.00	£580.00	£1080.00
20 x 30"	CV2030	4 x 0	£86.00	£164.00	£246.00	£328.00	£410.00	£780.00	£1480.00
24 x 36"	CV2436	4 x 0	£96.00	£184.00	£276.00	£368.00	£460.00	£880.00	£1680.00

Specification: 350gsm indoor artists canvas | stretched mounted to wooden frame | full colour one side
approve your artwork by 3pm and pick up just **5** working days later

Monsoon Banners

Size	Code	Printed	1	2	3	4	5
1.25mm x 3m	MB3M	4 x 0	£265.00	£525.00	£790.00	£1055.00	£1320.00
Specification: 550gsm pvc banner tension mounted to aluminium frame full colour one side includes carry bag approve your artwork by 3pm and pick up just 3 working days later							

Tension Banners

Size	Code	Printed	1	2	3	4	5
800mm x 1800mm	TB800	4 x 0	£125.00	£230.00	£345.00	£460.00	£575.00
Specification: Pvc banner includes foam padded carry bag approve your artwork by 3pm and pick up just 3 working days later							

Roller Banners

Size	Code	Printed	1	2	3	4	5
800mm x 2110mm	RB800	4 x 0	£175.00	£320.00	£480.00	£640.00	£800.00
1000mm x 2110mm	RB1000	4 x 0	£215.00	£400.00	£600.00	£800.00	£1000.00
Specification: RU 165 full colour one side crystal laminated includes foam padded carry bag approve your artwork by 3pm and pick up just 5 working days later							

Wedge (graphic not included)

Sizes (widths)	Price
300mm	£65.00
600mm	£70.00
800mm	£75.00
1000mm	£95.00
Designed to support a variety of rigid materials from 3mm to 40mm thick depending on substrate. Suitable for indoor and outdoor use.	

Fantasy Banners (graphic not included)

Sizes (widths)	Price
120mm (sold in pairs)	£150.00
350mm	£125.00
500mm	£150.00
Designed to support a variety of rigid materials from 3mm to 20mm thick depending on substrate. Suitable for indoor use.	

A - Boards

Size	Code	Printed	1	2	3	4	5	6	7	8	9	10
A1	ABA1SS	4 x 0	£120.00	£210.00	£310.00	£385.00	£465.00	£560.00	£650.00	£730.00	£820.00	£895.00
A1	ABA1DS	4 x 4	£150.00	£255.00	£380.00	£480.00	£570.00	£690.00	£795.00	£890.00	£995.00	£1080.00
A1	ABA1NP	None	£105.00	£180.00	£255.00	£310.00	£380.00	£450.00	£520.00	£590.00	£660.00	£730.00
Specification: 290mic semi rigid pvc full colour one or both sides twin trappa steel backed approve your artwork by 3pm and pick up just 3 working days later												

Wooden Banners

Product	Width	Code	Printed	Price
Logik Roller Banner	850mm	LRB850	4 x 0	£215.00
Logik L Banner	800mm	LLB800	4 x 4	£160.00
Literature Stand		LSWOOD	0 x 0	£119.00
Specification: Bamboo frame complete with carry bag full colour one side approve your artwork by 3pm and pick up just 5 working days later				

Forecourt Signs

Graphic Area	Code	Printed	1	2	3	4	5
835mm x 590mm	FSA1SS	4 x 0	£180.00	£345.00	£485.00	£635.00	£765.00
835mm x 590mm	FSA1DS	4 x 4	£210.00	£395.00	£550.00	£715.00	£865.00
835mm x 590mm	FSA1NP	None	£165.00	£305.00	£425.00	£550.00	£650.00
Specification: 290mic semi rigid pvc full colour one or both sides wheels on base approve your artwork by 3pm and pick up just 3 working days later							

Vehicle Graphics

Van Type	Signwriting		Vehicle Wrapping	
Small (Astra, Fiesta)	£295.00	£495.00	£900.00	£1300.00
Medium (Berlingo, Caddy)	£395.00	£595.00	£1000.00	£1500.00
Large (Transit, Vivaro)	£495.00	£695.00	£1200.00	£1800.00

Prices include visuals, production and fitting
N.B. This price guide is to be used as a guide only - once we have taken a full and complete brief, we will be able to give you a firm price

Large format printing:

Internal Printing

Media Type	Lifespan	Printed	A2	A1	A0	M ²	Ideal for
Productivity 90gsm	3 Years	4 x 0	£9.00	£18.00	£36.00	£36.00	Architectural plans and drawings
Heavy Coated 180gsm	3 Years	4 x 0	£12.00	£20.00	£40.00	£40.00	Posters
Photo Gloss 160gsm	3 Years	4 x 0	£14.00	£22.00	£45.00	£45.00	Internal display / photos / quality posters
Photo Satin 160gsm	7 Years +	4 x 0	£14.00	£22.00	£45.00	£45.00	Internal display / photos / quality posters
Canvas	7 Years +	4 x 0	£30.00	£40.00	£55.00	£55.00	Artwork / pictures / photos

External Printing

Media Type	Lifespan	Printed	A2	A1	A0	M ²	Ideal for
Removable vinyl	6 months	4 x 0	£20.00	£30.00	£45.00	£45.00	Stickers / removable labels
Static cling	1 year	4 x 0	£20.00	£30.00	£45.00	£45.00	Short life window displays
Permanent calendared vinyl	3-5 years	4 x 0	£20.00	£30.00	£45.00	£45.00	External signs / shop fronts
Permanent cast vinyl with laminate	5 Years	4 x 0	£40.00	£50.00	£70.00	£70.00	Vehicle graphics
PVC banner with hems and eyelets	2 Years	4 x 0	£22.00	£32.00	£48.00	£48.00	Promotional banners
Semi rigid pvc	1 year	4 x 0	£20.00	£28.00	£42.00	£42.00	A-boards / external displays

Specification: Full colour one side | price per sheet | **Digital files:** mac or pc application file setup charge **£15.00** per file | pdf file setup charge **£5.00**
Setup charges: Minimum order value **£25.00** | **Cutting:** contour cut from **£25.00** | **Timescales:** 1-2 working days

Mounting and Sealing onto Board

Board Type	Printed	A4	A3	A2	A1	A0	M ²
2mm card	None	£8.00	£10.00	£16.00	£20.00	£40.00	£40.00
6mm fluted board	None	£10.00	£15.00	£25.00	£35.00	£45.00	£45.00
3mm foam pvc	None	£10.00	£15.00	£25.00	£35.00	£45.00	£45.00
5mm foam pvc	None	£12.00	£18.00	£30.00	£40.00	£50.00	£50.00
5mm foam centred board	None	£8.00	£12.00	£20.00	£30.00	£40.00	£40.00
10mm foam pv	None	£15.00	£25.00	£40.00	£60.00	£80.00	£80.00

Specification: Mounting with matt, gloss or crystal seal | price per sheet | **Setup charges:** minimum order value **£15.00**
Additional charges: Orders wanted within 24 hours carry a **£10.00** surcharge | **Timescales:** 1-2 working days

Laminating

Type	Printed	A2	A1	A0	M ²
Matt, gloss or crystal seal	None	£10.00	£15.00	£20.00	£20.00

Specification: Lamination with matt, gloss or crystal seal | price per sheet | **Setup charges:** minimum order value **£15.00**
Additional charges: Orders wanted within 24 hours carry a **£10.00** surcharge | **Timescales:** 1-2 working days

Eyeletted banners

Depth	Code	Printed	300mm	600mm	900mm	1.2m	1.5m	1.8m	2.1m	2.4m	2.7m	3.0m
300mm	BN300	4 x 0	£30.00	£32.00	£34.00	£38.00	£42.00	£45.00	£50.00	£55.00	£60.00	£65.00
600mm	BN600	4 x 0	£32.00	£34.00	£38.00	£42.00	£45.00	£50.00	£55.00	£60.00	£65.00	£75.00
900mm	BN900	4 x 0	£34.00	£38.00	£42.00	£45.00	£50.00	£55.00	£60.00	£65.00	£75.00	£85.00
1.2m	BN1200	4 x 0	£38.00	£42.00	£45.00	£50.00	£55.00	£60.00	£65.00	£75.00	£85.00	£100.00

Specification: 550gsm PVC banner | 20mm hem with eyelets @ 600mm | full colour on one side
 approve your artwork by 3pm and pick up just **3** working days later

Miscellaneous:

NCR Printing

Size	Code	Printed	100	250	500	1,000
A5 2 Part	NCR2A5	B/W	£30.00	£40.00	£60.00	£100.00
A4 2 Part	NCR2A4	B/W	£35.00	£55.00	£95.00	£145.00
A5 3 Part	NCR3A5	B/W	£35.00	£60.00	£90.00	£150.00
A4 3 Part	NCR3A4	B/W	£40.00	£90.00	£140.00	£210.00

Specification: 65gsm carbonless | black and white one side | collated | glue set
Also available: Pads | books | perforating | numbering | drilling | double sided printed
 approve your artwork by 3pm and pick up just **3** working days later

Colour Plan Prints

Media Type	Code	Printed	A0	A1	A2
Productivity 90gsm	CPPP	4 x 0	£36.00	£18.00	£9.00
Heavy Coated 180gsm	CPPHC	4 x 0	£40.00	£20.00	£12.00
Photo Gloss 160gsm	CPPPG	4 x 0	£45.00	£22.00	£14.00
Photo Satin 160gsm	CPPPS	4 x 0	£45.00	£22.00	£14.00

Specification: Full colour on one side | Priced per sheet
Digital files: Mac or PC application file setup charge **£15.00 per file** | PDF file setup charge **£5.00**
Set up charges: Minimum order value **£15.00**
Timescales: Next day

B/W Plan Prints

Size	Code	Printed	1-5	6-10	11-50	51-100
A0	BWPPA0	B/W	£3.50	£3.00	£2.70	£2.40
A1	BWPPA1	B/W	£1.95	£1.75	£1.55	£1.35
A2	BWPPA2	B/W	£1.25	£1.15	£1.05	£0.95

Specification: 80gsm bond | black and white one side only | priced per sheet
Digital files: Auto cad or PDF file setup charge **£2.50 per file**
Timescales: Same day
 Contract rates available. For larger volumes please ask our advisors

Colour Scanning to File

Size	Code	Printed	1-10	11-50	50+
A0	CSCANA0	None	£27.50	£25.00	£22.50
A1	CSCANA1	None	£22.50	£20.00	£17.50
A2	CSCANA2	None	£17.50	£15.00	£13.50

Specification: Full colour | priced per sheet
Formats: Your scans will be saved as PDF files unless otherwise requested
Media: CD writing extra
Minimum charge: **£10.00** on all scanning
Timescales: Next day

B/W Scanning to File

Size	Code	Printed	1-25	26-50	50+
A0	BWSCAA0	None	£3.50	£3.25	£3.00
A1	BWSCAA1	None	£3.50	£3.25	£3.00
A2	BWSCAA2	None	£3.50	£3.00	£2.50

Specification: Black and White | priced per sheet
Formats: Your scans will be saved as PDF files unless otherwise requested
Media: CD writing extra
Minimum charge: **£10.00** on all scanning
Timescales: Next day



price guide

The Small Print > Because of the individual requirements of our customers, we haven't included charges for artwork, disk-checking, carriage or vat to our prices. These charges will be added dependant on your specific requirements. Terms and conditions apply please see our website for details www.toppersprint.co.uk

Domain Registration

Notes

Suffix	Code	Cost	<ul style="list-style-type: none"> Your web domain will be registered for a total of 2 years All of our domains will be registered with clients contact information Toppers will have no input should you wish to transfer your domain elsewhere (this may impact on any email accounts that may have been created) For full terms and conditions go to www.toppersprint.co.uk
.com	WDCOM	£25.00	
.co.uk	WDCOUK	£15.00	

What is this? A domain is the web address that is used to locate your website e.g. www.toppersprint.co.uk

Domain Transfer

Notes

Code	Cost	<ul style="list-style-type: none"> Your web domain will be registered for a total of 2 years Each individual scenario will determine the turnaround time, This may affect your incoming and outgoing emails and may need to be reconfigured by your IT department
WDTRANSFER	£50.00	

What is this? A domain transfer is when we need to transfer the domain from one host to another

Web Hosting

Notes

Package	Code	Cost	<ul style="list-style-type: none"> For larger websites we may not be able to use premium hosting and additional charges may apply Our website hosts are very secure, have good support and have the ability to back up and restore Your web hosting will be active with toppers for 1 year Your web hosting will automatically renew annually unless notice is given For full terms and conditions go to www.toppersprint.co.uk
Premium	WEBHOSTP	£96.00	
Advanced	WEBHOSTA	Prices on request	

What is this? Website hosting is the server that your website sits on. It is essentially an online hard drive.

Single Page Website Design

Package includes

Cost	<ul style="list-style-type: none"> Web domain reg (2 years) Premium web hosting (1 year) Email forwarding 2 hrs web build Under construction page CMS (content management dashboard) Site verification Google analytics
£199.00	
<p>What is this? Our packages include all of the essentials. A single website is great for promotional pages or for gaining some web presence.</p>	

5 Page Website Design

Package includes

Cost	<ul style="list-style-type: none"> Web domain reg (2 years) Premium web hosting (1 year) Email forwarding 8 hrs web build Basic keyword research Under construction page Privacy policy Cookie policy Ability to backup and restore CMS (content management dashboard) Site verification Site map Fetch as google Basic on page SEO Google analytics
£595.00	
<p>What is this? Our packages include all of the essentials. A single website is great for promotional pages or for gaining some web presence.</p>	

10 Page Website Design

Package includes

Cost	<ul style="list-style-type: none"> Web domain reg (2 years) Premium web hosting (1 year) Email forwarding 16 hrs web build Basic keyword research Under construction page Privacy policy Cookie policy Ability to backup and restore CMS (content management dashboard) Site verification Site map Fetch as google Basic on page SEO Google analytics
£895.00	
<p>What is this? Our packages include all of the essentials. A 10 page website is our most common type of website and is great for putting all of the essential information that you need onto the web.</p>	

Additional pages

Includes

Cost	<ul style="list-style-type: none"> Page submission to google Site map Fetch as google Basic on page SEO Google analytics
£75.00 per page	

E-shot marketing campaign **Package includes**

Cost	<ul style="list-style-type: none"> • Design of campaign • Campaign analysis • Detailed reporting • 2 hrs web build • Up to 2000 database
<p>£105.00</p> <p>Additional databases (Up to 2000) £30.00</p>	

Click banner

Packages	Cost
Static banner	£30.00
Slide banner	£60.00
Flash animated banner	£120.00

Digital flip books **Package includes**

Cost	<ul style="list-style-type: none"> • Example www.toppersprint.co.uk/productguide • SEO friendly web files • Ability to print out page of interest
<p>£200.00</p>	

Miscellaneous pricing

Delivery options

Delivery type	Cost	Time
Local (Within 5 mile radius)	Free of charge	Within 2 working days
UK Overnight	£15 up to 1m ³ + 10kg* (£1.00 per additional kg)	Next day
UK Same day	from £30 depending on postcode call for prices in your area	Same day

* 10kg is approximately 4 reams of paper (2000 sheets)

Please call us for confirmation of delivery charges and availability on: 01438 746 767

Additional services

Service	Cost
Stock photography (web)	From £18.00 each
Stock photography (Print)	From £25.00 each
Stock illustrations	From £20.00 each
Map design	From £60.00 per map
Additional artwork	From £35.00 per hour

print & design ltd
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