



## **American Heart Association Health Education**

### **Basic Customization Pricing**

#### Valid through 12/31/22

Pricing covers basic customization options, i.e. modifying a cover by adding a logo or incorporating a color. It does not include edits, revisions or new content on interior pages. Further customization requires collaboration with Krames and the American Heart Association National Center and requires a unique price quote. For information about customization and price quotes, please e-mail: emccarthy@krames.com.

#### Format: Standard AHA "slim jim" brochure

Specs: 4" x 8.375" (finished size); inks: 4-color process; saddle-stitch; 60# stock
Purchase of 25,000+ qty include complimentary 12-month DigiReach digital companion brochure

Page Count	16 pages		20 pages		24 pages		28 pages	
Quantity	Per Unit	Total	Per Unit	Total	Per Unit	Total	Per Unit	Total
5,000	\$1.75	\$8,750.00	\$1.96	\$9,796.30	\$2.22	\$11,120.00	\$2.36	\$11,824.00
10,000	\$1.19	\$11,886.36	\$1.37	\$13,724.00	\$1.51	\$15,108.00	\$1.66	\$16,556.00
25,000	\$0.48	\$12,008.57	\$0.59	\$14,860.00	\$0.71	\$17,777.14	\$0.79	\$19,847.50
50,000	\$0.35	\$17,605.71	\$0.43	\$21,437.50	\$0.52	\$25,917.14	\$0.59	\$29,555.00
75,000	\$0.30	\$22,385.71	\$0.36	\$27,337.50	\$0.44	\$33,171.43	\$0.50	\$37,717.50
100,000	\$0.27	\$27,394.29	\$0.33	\$33,082.50	\$0.40	\$40,331.43	\$0.45	\$44,880.00
250,000	\$0.22	\$55,325.71	\$0.27	\$68,350.00	\$0.31	\$77,931.43	\$0.33	\$83,032.50
500,000	\$0.19	\$97,188.57	\$0.25	\$123,447.50	\$0.28	\$142,091.43	\$0.30	\$150,032.50

#### Format: Standard AHA Brochure

Specs: 5.375" x 8.375" (finished size); inks: 4-color process; saddle-stitch; 60# stock Purchase of 25,000+ qty include complimentary 12-month DigiReach digital companion brochure

Page Count	28 pages		36 pages		60 pages	
Quantity	Per Unit	Total	Per Unit	Total	Per Unit	Total
5,000	\$2.88	\$14,400.00	\$3.21	\$16,059.09	\$4.62	\$23,109.09
10,000	\$2.06	\$20,618.18	\$2.06	\$20,572.00	\$2.99	\$29,857.69
25,000	\$1.01	\$25,348.57	\$1.06	\$26,554.05	\$1.55	\$38,808.11
50,000	\$0.70	\$34,982.86	\$0.77	\$38,583.78	\$1.16	\$58,243.24
75,000	\$0.60	\$44,971.43	\$0.65	\$48,937.84	\$1.00	\$74,824.32
100,000	\$0.54	\$54,497.14	\$0.59	\$59,291.89	\$0.91	\$91,400.00
250,000	\$0.43	\$108,137.14	\$0.48	\$118,981.08	\$0.74	\$186,048.65
500,000	\$0.39	\$193,294.29	\$0.43	\$216,505.41	\$0.69	\$345,302.70

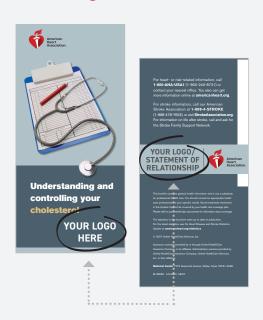
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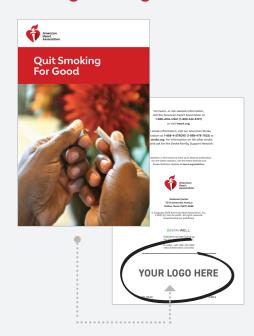
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