



American Heart Association Health Education

Basic Customization Pricing

Valid through 12/31/20

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+ gty 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

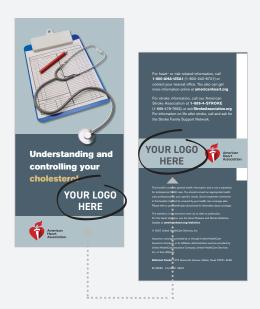
Page Count	28 pages		36 pages		60 pages	
Quantity	Per Unit	Total	Per Unit	Total	Per Unit	Total
5,000	\$2.88	\$14,400.00	\$3.21	\$16,059.09	\$4.62	\$23,109.09
10,000	\$2.06	\$20,618.18	\$2.06	\$20,572.00	\$2.99	\$29,857.69
25,000	\$1.01	\$25,348.57	\$1.06	\$26,554.05	\$1.55	\$38,808.11
50,000	\$0.70	\$34,982.86	\$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

Incorporate your brand into materials that can be used across your enterprise.

Listed prices include logo imprinting and custom color branding (Further customization must be approved by the American Heart Association).

Customization is a great way to:

Promote your brand



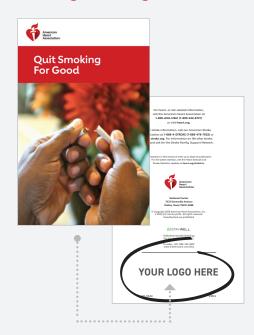
Endorse your next charity walk



Kick off a healthy eating challenge



Support important lifestyle changes



Be a resource in times of crisis

