

2012 AIS Calendar Budget Proposal

Graphic arts –Walt Gayton - \$1,000
Website prep plus misc. " \$200 +/- (this is my estimate only)
Bridgetown Printing per 1000 copies = \$4,578
" " " 1500 copies = \$4,788
" " " 2000 " = \$4,946

No charge for photoshop editing.
No charge for match print proofing
No charge for shipping to Storefront

Cost to AIS = 1000 copies = \$5778 or 58 cents per copy
" " " 1500 " = \$5988 or 40 " " "
" " " 2000 " = \$5146 or 26 " " "

With current sales (October) it seems that the 1000 calendars would be a realistic budget number at \$5800.

Last year, John Ludi got a competitive bid from another source in Portland.
Bridgetown worked out to be 5 cents per calendar cheaper.
The Hong Kong publisher was also at the same price range. (5 weeks delivery)
Bridgetown can produce the calendar from CD to the Storefront in one week including the proofing.
Next year, we will have the data set up to load on the website several months earlier

Calendar subjects to reflect the broad diversity of irisarian interest and to "SELL AIS".
Some photo contest subjects will be included.

Terry Aitken