

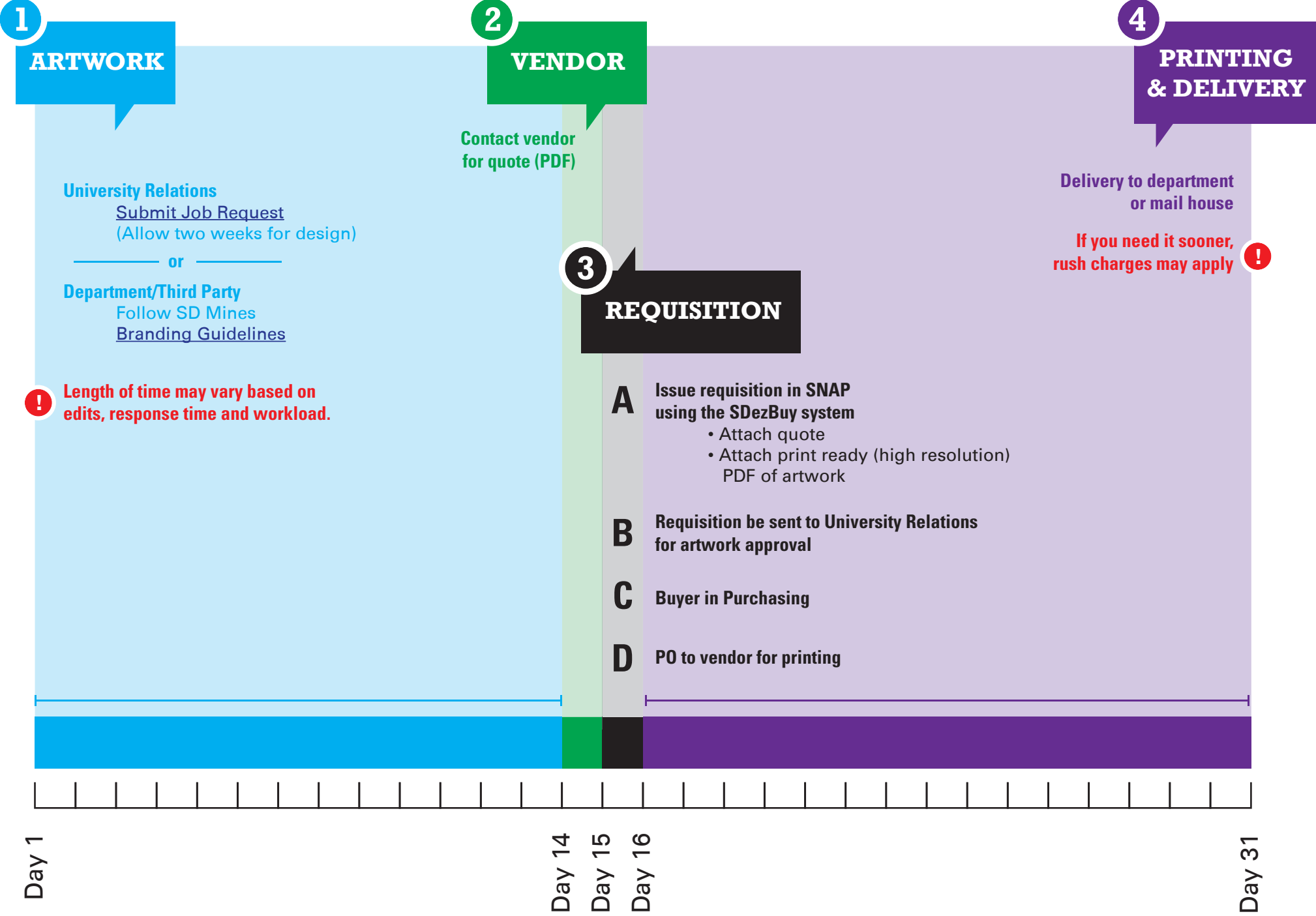
SOUTH DAKOTA



SCHOOL OF MINES  
& TECHNOLOGY

South Dakota School of Mines

# **Guidelines for Ordering Printed Materials**



# GUIDELINES FOR ORDERING PRINTED MATERIALS

All pieces that will be given to an external audience should be professionally designed by UR ([Job Request](#)) or a third party ([Branding Guidelines](#)) with the proper skillset and tools to provide a high quality design file.

## KNOW YOUR PRINT SPECIFICATIONS

### Size of piece

- Postcard (regular size): 4"x6" or 5"x7"
- Postcard (oversized): 5.5" x 8.5"
- Standard trifold brochure: 8.5" x 11"

### Paper Stock

- Postcard recommendation:  
12 pt C1S Carolina or 12 pt C2S Carolina
- Flyer recommendation:  
80# gloss text
- Poster recommendation:  
80# gloss cover (or 12 pt Tango for 24" x 36" or larger)
- Brochure recommendation:  
100# velvet cover
- Letterhead (all departments):  
20# Hammermill 30% recycled
- Letterhead (President's Office):  
70# Classic Crest Solar White
- Business Cards (all depts. except Athletics):  
110# Classic Crest Solar White cover
- Envelopes (all departments):  
24# White Wove
- Envelopes (President's Office):  
70# Classic Crest Solar White

### Coating (choose one):

- Matte
- Gloss
- Soft touch

### Quantity

### Printers (contact UR for recommendations)

### Mail Service

Bulk mail services are available through Western Mailers. Call ahead to get on their schedule and ask for details on how to supply them with your mailing list. (605) 721-5779

### Promotional Items

These local companies are licensed to use Mines logos for promotional items and clothing:

- SD Mines Bookstore (605) 394-2375
- Stec's Advertising Specialties (605) 348-0100
- Dakota Sports (605) 342-7288

# PRINTING PRICES

We highly recommend using



Contact: Kathy Simpson  
Phone: 605.342.0979  
Email: [kathys@simpsonsprinting.com](mailto:kathys@simpsonsprinting.com)  
Website: [www.simpsonsprinting.com](http://www.simpsonsprinting.com)

## Business Cards

Quantity	Price (1 sided)	Price (2 sided)
100	\$47.00	\$57.00
250	\$58.00	\$70.50
500	\$68.00	\$83.00

## Letterhead

Quantity	Price
500	\$57.00
1000	\$76.00
1500	\$97.00
2,500	\$115.00
5,000	\$180.00

## Envelopes (windowless)

Quantity	Price
500	\$63.52
1000	\$86.80
1500	\$112.86
2500	\$154.59
5000	\$254.85

## Envelopes (window)

Quantity	Price
500	\$66.48
1000	\$92.74
1500	\$121.77
2500	\$169.43
5000	\$284.53

Prices may change. Please contact Kathy at Simpsons for a quote and the most updated prices.