

# 2018 AUTO DEALERSHIP PRODUCTS



DECALS



MAGNETS



ROLL LABELS



SIGNS



PLASTICS



AND MORE



# License Plates



## Use Back Imprint for Coupons!

- Upsell to Your Existing Auto Dealers
- Incentivize New Buyers
- Encourage Repeat Business
- Priced as an Additional Color

12" x 6"

Spot Color License Plates		50	100	250	500	750	1000	1500	2000	3000	5000
No. 314 6-Ply All-Weather Card	One Color	\$3.11	1.65	1.10	.671	.532	.445	.371	.311	.259	.237
No. 312 .030" White Polystyrene	One Color	\$4.37	2.37	1.57	1.19	1.07	.998	.936	.836	.688	.624
No. 321 .015" Polyethylene	One Color	\$3.86	2.18	1.28	.843	.693	.616	.544	.465	.391	.341
No. 313 .023" Polyethylene	One Color	\$4.35	2.35	1.55	1.10	.865	.824	.754	.629	.524	.474
No. 315 .035" Polyethylene	One Color	\$4.96	2.76	1.90	1.39	1.27	1.11	.991	.885	.806	.694
No. 316 .055" Polyethylene	One Color	\$5.24	2.87	1.93	1.62	1.46	1.44	1.32	1.15	1.02	.936
Each Add'l Color		\$2.24	1.17	.616	.356	.284	.232	.162	.129	.091	.069

Please identify repeat orders.

7A-B-C-D

19

States Require Only A

Rear License Plate

Alabama	Michigan
Arkansas	Mississippi
Arizona	New Mexico
Delaware	North Carolina
Florida	Oklahoma
Georgia	Pennsylvania
Indiana	South Carolina
Kansas	Tennessee
Kentucky	West Virginia
Louisiana	



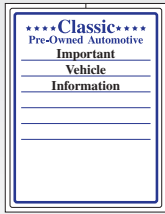
4-Color Process License Plates		50	100	250	500	750	1000	1500	2000
No. 3166 6-Ply All-Weather Card		\$5.36	4.65	3.47	2.04	1.63	1.34	.993	.807
No. 3165 .030" White Polystyrene		\$6.61	5.30	3.93	2.55	2.15	1.88	1.55	1.32
No. 3164 .015" Polyethylene		\$6.11	5.13	3.65	2.21	1.78	1.71	1.16	.958
No. 3163 .023" Polyethylene		\$6.59	5.28	3.91	2.46	1.95	1.71	1.37	1.12
No. 3162 .035" Polyethylene		\$7.22	5.64	3.85	2.80	2.34	2.05	1.68	1.49
No. 3161 .055" Polyethylene		\$8.16	5.87	4.02	3.09	2.53	2.35	2.14	1.85
Each Add'l Color		\$2.24	1.17	.616	.356	.284	.232	.162	.129

Please identify repeat orders.

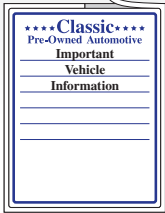
7A-B

For quantities greater than 2,000, contact us for pricing.

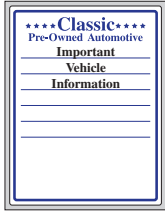
# Automotive Laser Labels



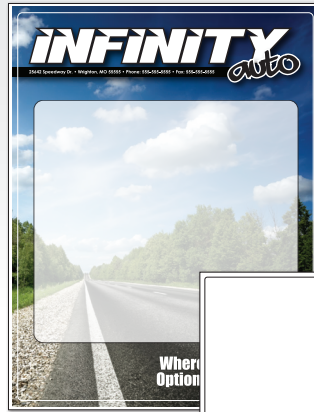
Run the pre-printed sheets through a laser printer, identifying important vehicle information.



Peel away the outside edge of the material exposing the adhesive on the edges only.



With the entire edge removed, apply to the inside of the vehicle's window.



Sheet: 8½" x 11"  
Label: 8" x 10½"  
No. 5051



## Automotive Laser Labels

No. 5051 4-Color Process  
Please identify repeat orders.

### PRICE PER THOUSAND

1000	2000	3000	5000	10,000
\$438.00	427.00	327.00	317.00	261.00

5A

# Business Card Magnets



3½" x 2"



## 4-Color Process Business Card Magnets - 3 Day

	125	250	500	1000	1500	2500	5000	10,000
No. 3306 Square Corners Approximately .019"	\$.801	.481	.324	.247	.224	.192	.145	.109

Please identify repeat orders.

8C

## 4-Color Process Business Card Magnets - 5 Day

	125	250	500	1000	1500	2500	5000	10,000
No. 3310 Square Corners Approximately .019"	\$.681	.407	.273	.227	.192	.171	.124	.101
No. 3413 Square Corners Approximately .036"	\$.809	.511	.341	.312	.273	.199	.148	.135

Please identify repeat orders.

8C

# Mini Key Tags



2¾" x 1¼"  
No. 6763 4-Color Process



2½" x 1⅝"  
No. 6761 4-Color Process

## 4-Color Process Mini Key Tags

	125	250	500	1000	1500	2500
No. 6761, 6763 .020" Laminated Plastic One Side	\$1.44	.941	.678	.618	.596	.528
.020" Laminated Plastic Two Sides	\$1.60	.969	.702	.641	.608	.539

Please identify repeat orders.

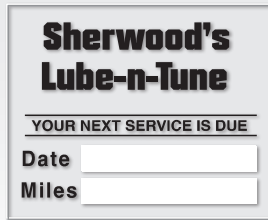
5A-B

Key rings are included in the price but are not attached.

# Static Stick Service Decals



No. 780 2½" x 2" (individual decals)  
No. 1205 2½" x 2" (on a roll)



No. 781 2½" x 2" (individual decals)  
No. 1206 2½" x 2" (on a roll)



Static Stick Service Decals can be easily removed when the vehicle is serviced again. Because they adhere with static, there is no adhesive residue to clean up.



No. 782 2½" x 2" (individual decals)  
No. 1207 2½" x 2" (on a roll)



No. 682 2" x 1½" (individual decals)  
No. 1204 2" x 1½" (on a roll)



No. 680 2" x 1½" (individual decals)  
No. 1202 2" x 1½" (on a roll)



No. 681 2" x 1½" (individual decals)  
No. 1203 2" x 1½" (on a roll)

Static Stick Service Decals		250	500	1000	1500	2500	5000	10,000	15,000
No. 679-682, 1201-1204	One Color plus Write-on White	\$.724	.405	.255	.188	.141	.096	.069	.063
No. 779-782, 1205-1208	One Color plus Write-on White	\$.786	.449	.278	.208	.155	.115	.078	.069
Each Add'l Color		\$.324	.165	.089	.071	.049	.028	.022	.018

Please identify repeat orders.

5A-B-C-D

# Deluxe Loyalty Cards



Card is 3⅜" x 2⅞"  
Key tag is 1⅞" x 2⅞"  
Combined size is 4⅞" x 2⅞"

No. 6067 .030" Gloss White Plastic



3⅜" x 2⅞"

No. 6061 .030" Gloss White Plastic



Combined size is 5½" x 2⅞"

No. 6068 .030" Gloss White Plastic

4-Color Process Deluxe Loyalty Cards		125	250	500	1000	1500	2500	5000
No. 6061	One Side	\$1.22	.719	.521	.457	.434	.372	.327
	Two Sides	\$1.38	.771	.535	.471	.446	.384	.339
No. 6067	One Side	\$1.65	1.15	.829	.736	.667	.568	.493
	Two Sides	\$1.77	1.19	.865	.765	.693	.581	.504
No. 6068	One Side	\$1.75	1.20	.869	.776	.701	.575	.497
	Two Sides	\$1.87	1.25	.909	.815	.739	.611	.531

Please identify repeat orders.

5A-B-C



# Automotive Pro-Cut Vinyl Decals

Individual Cut Letters / Graphics

Standard Materials:



Pratt Auto Group  
St. Louis, MO

The sample below  
has 6 "picks".



Price includes 14 or fewer picks. Additional picks are \$0.02 (A) per pick, per decal.



Transfer vinyl cut letters and graphics directly to the vehicle!

No. 598 Pro-Cut Decals		125	250	500	1000	1500	2500
10 or Less Square Inches	Die-Cut Vinyl Only	\$2.06	1.24	.675	.465	.453	.395
	Each Printed Color	\$1.05	.617	.327	.211	.155	.116
11 to 17 Square Inches	Die-Cut Vinyl Only	\$2.22	1.34	.761	.565	.541	.453
	Each Printed Color	\$1.10	.657	.337	.229	.175	.134

Please identify repeat orders.

5A-B



## Quick and Easy to Apply...



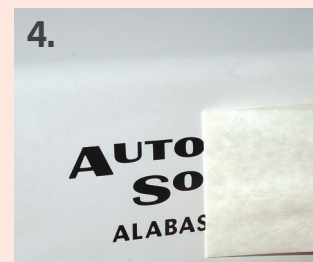
1. Lay decal FACE UP on a smooth hard surface. Squeegee the surface to ensure good contact between the pre-mask and the vinyl beneath it.



2. Lay decal flat FACE DOWN. Slowly remove backing paper from the pre-mask, pulling straight back and flat as shown (not at an angle).



3. Apply pressure-sensitive vinyl to prepared surface, then squeegee pre-mask surface using overlapping strokes.



4. To expose product, pull pre-masking straight back as shown above, using a continuous motion. If bubbles occur in the letters, simply prick with a needle and smooth. Do not use a knife or razor.



## Hitch Covers



Oval - 5 $\frac{1}{16}$ " x 3 $\frac{1}{4}$ "  
No. 1161 Laminated  
No. 1191 Domed

Circle - 3 $\frac{25}{32}$ " dia.  
No. 1162 Laminated  
No. 1192 Domed

Square - 3 $\frac{5}{16}$ " x 3 $\frac{5}{16}$ "  
No. 1163 Laminated  
No. 1193 Domed

4-Color Process Hitch Covers		50	125	250
No. 1161 - 1163	Laminated	\$5.22	4.39	3.92
No. 1191 - 1193	Domed	\$6.47	5.93	5.57

Please identify repeat orders.

3C

The sizes listed are approximate dimensions.

**Covers fit a standard 2" receiver hitch.**

# Banners

Banners are 4-color process printed and supplied on 13 oz. reinforced vinyl.



Stock Banners		1	2	6	12	25	50
No. 1166	3 ft. x 2 ft.	\$ 21.42	19.26	18.12	17.58	17.04	15.90
No. 1167	8 ft. x 3 ft.	\$ 85.68	77.04	72.48	70.32	68.16	63.60
No. 1168	8 ft. x 4 ft.	\$ 114.24	102.72	96.64	93.76	90.88	84.80
No. 1172	5 ft. x 3 ft.	\$ 53.55	48.15	45.30	43.95	42.60	39.75
No. 1177	6 ft. x 3 ft.	\$ 64.26	57.78	54.36	52.74	51.12	47.70

Please identify repeat orders.

6C

No. 1179 Custom Banners		1	2	6	12	25	50
Price Per Sq. Foot (144 sq. inches)		\$3.57	3.21	3.02	2.93	2.84	2.65

Please identify repeat orders.

6C



## Window Ads

Individual Cut Letters / Graphics



*Lakeside*  
*Fiberglass Repair*  
**PARTS DEPARTMENT**

Standard Materials:



**ARMSTRONG AUTO**  
**COMPLIMENTARY SHUTTLE RIDE**



No. 596, No. 596C Personalized Pro-Cut Decals

		4	6	8	10	12	24
117 to 240 Sq. Inches	No. 596 Die-Cut Vinyl Only/Standard Pre-Mask	\$ 57.82	40.48	34.43	30.23	25.69	21.84
	No. 596C Die-Cut Vinyl Only/Clear Pre-Mask	\$ 58.98	41.70	35.45	31.74	26.97	22.93
	1 to 4-Color Process Printing Add	\$ 38.45	32.66	27.76	22.60	19.22	16.33
241 to 375 Sq. Inches	No. 596 Die-Cut Vinyl Only/Standard Pre-Mask	\$ 64.68	54.97	46.74	39.72	33.76	28.70
	No. 596C Die-Cut Vinyl Only/Clear Pre-Mask	\$ 65.98	56.62	48.14	41.71	35.45	30.14
	1 to 4-Color Process Printing Add	\$ 42.99	36.55	31.04	26.40	22.43	19.08

Price includes 14 or fewer picks. Additional picks are \$0.02 (A) per pick, per decal.

Please identify repeat orders.

6A

**Contact us  
for additional  
window decal  
options!**