

# QUICK INFO SHEET

## FOR LETTERPRESS BROADSIDE CLIENTS

### 2022 – 2023 PUBLISHER RATES

This service is for both the design and letterpress printing of a broadside of a single poem or short excerpt of prose. This pricing includes all design work, materials, printing labor, and shipping final broadsides to the client. For each broadside design, I'll send an initial draft for your review and comments; and then we'll work together on up to 2-3 rounds of revisions (as needed). I really want you to end up with a design you're happy with and proud to share—so don't ever be shy about the changes you'd like made!

{ broadside in edition up to 100 copies: \$1000  
broadside in edition of 150-300 copies: \$1250 }

## WHAT I NEED FROM YOU

- **Desired broadside text.** Please keep in mind: When it comes to broadsides, briefer poems are always better because of space constraints. You'll probably want to stick to poems that are 30 lines or fewer. Any poems longer than one page, will be more difficult to create an appealing design for.
- **Let me know any of your particular style/aesthetic preferences for this broadside:** minimalist or kitschy, bright or muted, preferred colors or fonts, etc.
- **If there are any examples of designs you really like (art, posters, any kind of ephemera), can you send me those images or links?** I've also got examples of other broadside designs I've done up on my website here: [www.lindsaylusby.com/broadsides.html](http://www.lindsaylusby.com/broadsides.html). If any of those appeal to you, let me know and I can steer this broadside in a similar direction.
- **Do you have a size/dimension preference for this project: 9 x 12, 11 x 17, etc.?** For this, keep in mind the specific use you are thinking of for your broadside. For example, if you want a broadside that will be more portable for events and, especially, if you'll be giving these away for free, I would go with a smaller size (maybe 8.5 x 11). If you want something that's a little nicer, ideal for framing, and that you'd want to sell for a reasonable fee, I'd choose a larger size (maybe 11 x 17). But you can also choose less common sizes and dimensions, such as a 12 x 12 square, etc. The length and general shape of the poem on the page will also need to be taken into consideration when determining the dimensions of your broadside.
- **What is your project deadline?** Depending on my work/personal schedule and other design projects, a single design can take anywhere from one to four months. If you do need a quicker turnaround time, please let me know as soon as possible.

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### 2022 – 2023 *PRICE BREAKDOWN*

#### Broadside in Edition Up to 100 copies: \$1000

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|----------------------|------------------------------|-------|---|
| }                    | <b>MATERIALS (ESTIMATED)</b> |       | } |
|                      | Paper                        | \$225 |   |
|                      | Photopolymer plates          | \$100 |   |
|                      | Shipping expenses            | \$25  |   |
|                      | <b>SERVICES &amp; LABOR</b>  |       |   |
|                      | Graphic Design               | \$200 |   |
| Letterpress Printing | \$450                        |       |   |

#### Broadside in Edition of 150-300 copies: \$1250

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|----------------------|------------------------------|-------|---|
| }                    | <b>MATERIALS (ESTIMATED)</b> |       | } |
|                      | Paper                        | \$315 |   |
|                      | Photopolymer plates          | \$100 |   |
|                      | Shipping expenses            | \$35  |   |
|                      | <b>SERVICES &amp; LABOR</b>  |       |   |
|                      | Graphic Design               | \$200 |   |
| Letterpress Printing | \$600                        |       |   |