



# Wedding Stationery Pricing

2016

# *How does pricing work?*

*Planning a wedding is hard work!* Not only is there a large time commitment for the planning, but there is also a huge learning curve as you dive into things like florals, catering, and stationery. Before jumping into our price book, we hope that this quick guide will help you understand how the process works as well as how to design a suite that fits your budget.

*There are two distinct elements that affect the cost of your wedding stationery suite:*

## DESIGN & MATERIAL

### *What will be printed?*

If you've perused our website, you'll see that we have a myriad of designs from which to select, both in our custom gallery and our "ready to order" line.

Any of these designs can be selected for your invitation suite with minor changes in font, wording, and color. Two revisions are complimentary. If more revisions are needed, each round is \$25/each.

If you want to include something customized, such as but not limited to:

- Map
- Custom Monogram / Crest (more customized than the options in our design guide)
- Watercolor / Hand Drawn Elements (such as venue drawings, etc.)
- Heavy customization / brainstorming for something completely new

...there is a \$75 custom design fee placed on your order. Two revisions are included on these custom pieces after the presentation of the first concept.

### *How will it be printed?*

Once you've determined what type of design you want and what will be included in your suite, we can figure out how to print it.

Depending on your preferences, you can go with flat printing, specialty flat printing, raised print (thermography), letterpress (pressed printing), or a combination.

Beyond the printing type selection, the choice to add additional elements (pockets, belly bands, etc.), go with a more premium envelope color, etc., all factor into the cost.

We are happy to hop on a call, meet in our office for a one hour complimentary consult, or work over email to help you understand the world of printing!

# 2016 Price Guide

## WEDDING STATIONERY: FLAT PRINTED

Item Description	Economy Flat Print					Standard Flat Print					Specialty Flat Print			
	25	50	75	100	150	25	50	75	100	150	50	75	100	200+
Save the Date, 5x7	2	1.85	1.65	1.5	1.25	2.5	2.4	2.25	2	1.75	3	3	2.85	2.75
Save the Date, 4x6	1.5	1.6	1.4	1.25	1	2	1.9	1.75	1.5	1.25	2.85	2.85	2.7	2.6
Invitation, 6x9	2.5	2.35	2.15	2	1.75	3	2.9	2.75	2.5	2.25	3.2	3.2	3.05	2.95
Invitation, 5x7	2	1.85	1.65	1.5	1.25	2.5	2.4	2.25	2	1.75	3	3	2.85	2.75
Response Card, A2	1.5	1.6	1.4	1.25	1	2	1.9	1.75	1.5	1.25	2.9	2.9	2.75	2.65
Response Card, 4bar	1.5	1.6	1.4	1.25	1	2	1.9	1.75	1.5	1.25	2.8	2.8	2.65	2.55
5x5 Square (Invite or STD)	2	1.85	1.65	1.5	1.25	2.5	2.4	2.25	2	1.75	3	3	2.85	2.75
7x7 Square (Invite or STD)	2.5	2.35	2.15	2	1.75	3	2.9	2.75	2.5	2.25	3.2	3.2	3.05	2.95
Insert, A6	1.5	1.6	1.4	1.25	1	2	1.9	1.75	1.5	1.25	2.85	2.85	2.7	2.6
Insert, A2	1.5	1.6	1.4	1.25	1	2	1.9	1.75	1.5	1.25	2.9	2.9	2.75	2.65
Insert, 4bar	1.5	1.6	1.4	1.25	1	2	1.9	1.75	1.5	1.25	2.8	2.8	2.65	2.55
Insert, 3.5x2	1	1	0.75	0.5	0.5	1.5	1.5	1.25	1	0.75	2.8	2.8	2.65	2.55
Folded Card, A2	2.5	2.3	2.1	1.9	1.75	3	2.8	2.6	2.4	2.25	3.5	3.5	3.35	3.25
Folded Card, 4bar	2.5	2.3	2.1	1.9	1.75	3	2.8	2.6	2.4	2.25	3.5	3.5	3.35	3.25

### ECONOMY FLAT PRINT

Using a lovely luxe white paper stock, which has a "luxe" textured finish and a slightly ivory tone, our economy flat print is perfect for brides looking for a great product on a budget.

### STANDARD FLAT PRINT

It doesn't get more wedding than beautiful Crane paper stocks, why is why we use them as our go-to option for flat printed invitations. This option also works well for response cards and inserts to be paired with a letterpress or thermography invitation.

### SPECIALTY FLAT PRINT

At this level, we also use Crane stocks, but we have the option of using specialty ink colors such as metallic gold, silver, or white. White ink, of course, works best when we print on a dark color (navy, for example), and is truly unique. This option is a great way to get a more metallic appearance than can be done with regular flat printing.

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WEDDING STATIONERY: RAISED / PRESSED PRINTING								
Item Description	1 Color Thermography				1 Color Letterpress			
	50	75	100	150+	50	75	100	150
Save the Date, 5x7	3.93	4.2	3.78	3.03	7.25	5	4.75	3.25
Save the Date, 4x6	5.3	4.04	3.03	2.87	7.15	4.9	4.65	3.15
Invitation, 6x9	7.17	4.61	4.17	3.41	7.65	5.4	5.15	3.65
Invitation, 5x7	3.93	4.2	3.78	3.03	7.25	5	4.75	3.25
Response Card, A2	4.35	3.32	2.76	1.48	6.5	4.25	4	2.6
Response Card, 4bar	4.35	3.32	2.76	1.48	6.5	4.25	4	2.6
5x5 Square (Invite or STD)	3.93	4.2	3.78	3.03	7.25	5	4.75	3.25
7x7 Square (Invite or STD)	7.17	4.61	4.17	3.41	7.65	5.4	5.15	3.65
Insert, A6	4.35	3.32	2.76	1.48	6.5	4.25	4	2.6
Insert, A2	4.35	3.32	2.76	1.48	6.5	4.25	4	2.6
Insert, 4bar	4.35	3.32	2.76	1.48	6.5	4.25	4	2.6
Insert, 3.5x2	3.75	2.76	2.43	1.97	5	4	3	2
Folded Card, A2	7	5.04	4.1	3.38	7.25	5	4.75	3.25
Folded Card, 4bar	7	5.04	4.1	3.38	7.25	5	4.75	3.25

## THERMOGRAPHY

Thermography is a raised print option that offers a wonderful tactile feel. Because of the way the process works, the printing has a slight shine to it. Also using Crane stocks, it works best for simple text designs. This print option will not work well with watercolor looks, large washes of color, or designs with more than two colors.

## LETTERPRESS

The most timeless of all the printing options, the design is pressed into the paper with letterpress printing. Because of the way the process works, we can use a very heavy paper stock (220# Crane) with letterpress that isn't available with the other printing options. If you don't like the super heavy paper, though, we can still use the 110# option from our other printing selections. Often, we letterpress an invitation and use flat printing for the accompanying pieces to save a bit on cost and also to make the invitation the "star of the show."

Like thermography, this option doesn't work well with large washes of color, multiple color designs (more than two or three), or watercolor looks. There are ways to combine printing types to create these looks, though, and we can price that on a case by case basis.

## GOLD FOIL

Gold foil accents can be added to our flat printed and letterpress options. Foil will give you the truest appearance of a shiny, metallic gold. Pricing varies based on several factors. Often, when you see gold foil invitations online, they are foiling a standard element, which is why the pricing seems low. When you want to foil something particular to you, like your names, a special plate has to be made in order for that to be done, so the cost is higher. Because of these variations, we will be happy to price that on a case-by-case basis for you.

# 2016 Price Guide

ADD-ONS					
Item Description	25	50	75	100	150+
Envelope Liner, Solid	1.5	1.25	1.15	1	0.95
Standard Color					
Envelope Liner, Solid	1.6	1.45	1.35	1.2	1.1
Premium Color					
Envelope Liner, Solid	1.75	1.6	1.4	1.35	1.25
Luxury Color					
Envelope Liner, Printed	1.85	1.7	1.6	1.5	1.4
Belly Band, Solid	1.25	1	0.95	0.75	0.4
Belly Band, Printed	1.55	1.3	1.25	1.1	0.7
2x2 Seal, Flat Printed	1.75	1.5	1.25	1	0.75
Trifold Pocket	2.04	2.04	2.04	2.04	2.04
Standard Color					
Trifold Pocket	2.75	2.75	2.75	2.75	2.75
Premium Color					
Trifold Pocket	3.62	3.62	3.62	3.62	3.62
Luxury Color					
Sleeve Pocket	1.63	1.63	1.63	1.63	1.63
Standard Color					
Sleeve Pocket	2.14	2.14	2.14	2.14	2.14
Premium Color					
Sleeve Pocket	2.81	2.81	2.81	2.81	2.81
Luxury Color					

Unfortunately, not all colors are available in pockets.

We will check stock & availability while designing your order to ensure that the color you want is available.

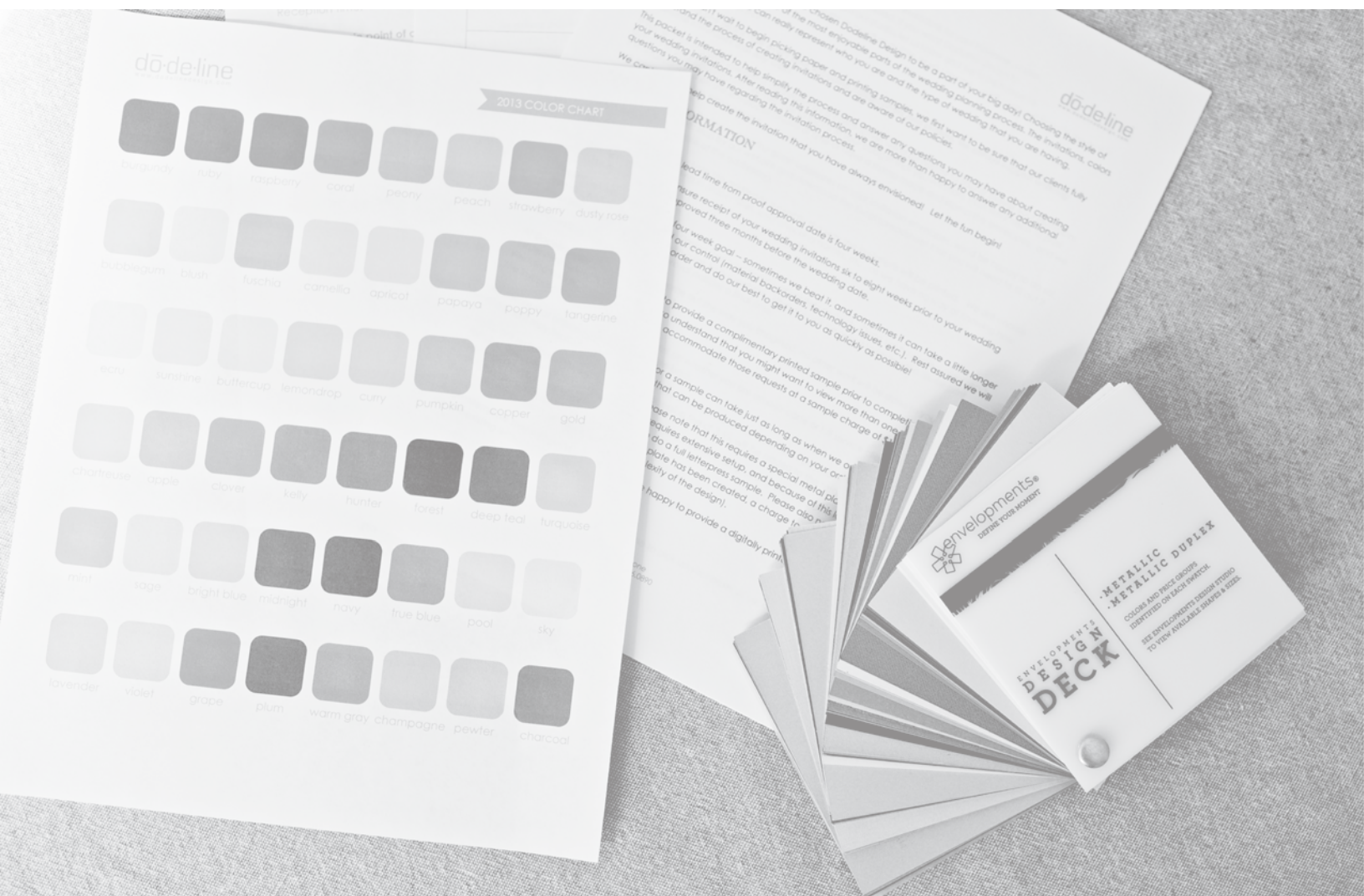
Printed envelope liners use our ink color chart and solid envelope liners use the paper / envelope chart.

Printed belly bands use our ink color chart & solid belly bands use the paper / envelope chart.

# 2016 Price Guide

ENVELOPES			
Size	Standard	Premium	Luxury
6x9	0.85	1.03	1.23
5x5	0.5	0.54	0.72
5x7	0.42	0.54	0.72
5x7 Inner	0.42	na	na
5x7 Outer	0.42	na	na
7x7	0.42	1.13	1.33
A2	0.32	0.43	0.59
4bar	0.3	0.39	0.48

Please refer to our design guide for the various color levels at each price point.



# 2016 Price Guide

DAY OF PAPER					
Item Description	25	50	75	100	150+
3.5x2 Tags	1.75	1.5	1.25	1	0.75
2" Round Tags	1.75	1.5	1.25	1	0.75
2" Square Tags	1.75	1.5	1.25	1	0.75
Welcome Itinerary 5x7 Flat Double Sided	3.5	3.25	3	2.75	2.5
Program 4.25x11 or 5.5x8.5 Folded	3.75	3.5	3.25	3	2.75
Program 4.25x11 or 5.5x8.5 Flat Double Sided	3	2.75	2.5	2.25	2
Menu 5x7 or 4.25x11 Flat Single Sided	2.5	2.25	2	1.75	1.5
Table Number Double Sided, Flat	3				
Table Number Double Sided, Tented	4				
Place / Escort Card Flat Card, 3.5x2	1.25	1.25	1.15	1	1
Place / Escort Card Tented Card, 3.5x2.5	1.75	1.5	1.35	1.25	1.15
16x20 or 18x24 Sign on Foam Core	\$75				
Sign, 8x10	\$8				
Sign, 5x7	\$6				
Sign, 4x6	\$4				

# The Nitty Gritty Details

## LEAD TIME

Please note that typical lead time from proof approval date is three to four weeks. For example: in order to ensure receipt of your wedding invitations six to eight weeks prior to your wedding date, the proof must be approved three months before the wedding date.

We do our best to reach this four week goal -- sometimes we beat it, and sometimes it can take a little longer due to circumstances beyond our control (material backorders, technology issues, etc.). Rest assured we will keep you updated about your order and do our best to get it to you as quickly as possible!

## ASSEMBLY OF INVITATIONS

Dodeline Design would be happy to assemble your invitations for you! However, unless otherwise stated, all invitations come unassembled. If you want Dodeline Design to assemble the invitations before they leave our studio, let us know and we'd be happy to discuss this with you.

We are able to do as much or as little as you please -- we'll even get them in the mail if you'd like! For assembly and mailing services, please add a \$2 to \$4 service fee per invitation as well as the applicable postage we will purchase on your behalf. We will quote the specific cost based on the complexity of your suite.

## MEETINGS & CHATS

We absolutely love getting to know each of our clients, and often the best way to do that is to meet up for a chat. So that we can provide personalized attention to each of our clients, though, we do have to limit in-person meetings after our initial consultation. For custom clients, we will meet or set up a conference call up to twice per design project (i.e. save the date, invitation package, or day of paper package). Normally, we are able to make most design decisions in one meeting or call.

## ADDRESSING THE INVITES

Because no one gets it right every time, including calligraphers and printers and the Post Office and helpful friends, we recommend that you order 5% extra envelopes.

If you are having your invitations addressed by a calligrapher, we'd be happy to ship or deliver your invitations directly to your calligrapher. Remember to factor into your budget and timeline that you will more than likely need to print the return address on the envelopes ahead of time or have a stamp made and stamp the envelopes. We are happy to provide either service. If you require the envelopes packed and shipped separately or ahead of the rest of the order, we can certainly accommodate that request for a \$25 handling fee.

Printed guest addresses are another option that we can take off your plate. It's easy to get started: stop by our website and download the Excel spreadsheet. Send that sheet **ONLY WHEN IT'S FINAL** to [sarah@dodelinedesign.com](mailto:sarah@dodelinedesign.com) with the subject line of your name and the wording "Final address sheet."

Please note, the way you type the addresses is exactly the way the invitations will be printed. We are unable to be responsible for adding in proper titles, spell checking names, etc., as we have no way of knowing how your friends and family may spell their names, what their hometown is, etc.

## IN THE EVENT OF BACKORDERS

While Dodeline Design cannot be responsible for backorders, we will do our best to suggest alternative selections to ensure that your order is completed and arrives on time.

## IN A HURRY?

We know sometimes you will need your order a little bit faster! Dodeline Design is happy to rush orders. Doing so places you at the front of our production line. Please note that you will be responsible for all rush shipping charges (those to you as well as from vendors to get paper + supplies in time), as well as a \$150.00 rush fee from Dodeline Design.

## POSTAGE

Rather than simply dropping your invitations in the mail, we always recommend taking your invitations to the post office and having them weighed. Even if we weigh it here, you never know if the scale at your post office could be a tiny bit different, and when we're only dealing with ounces, that can make a postage difference. We prefer to err on the side of caution when it comes to purchasing postage for invitations.

For the most part, you will always need at least an "oversize" stamp for your invitation. Please note that square invitations always require an oversize stamp, no matter what they weigh. *Psst...*while you're there, ask your postal person if they will allow you to hand cancel your invitations. It's prettier than metering and it will save them from going through at least one postal machine.

## PROOF POLICY

It's important to us at Dodeline Design that your order is absolutely perfect. Once we have your proof ready, we will email you the final file with a link to our website. Here you will be asked to review the file for print readiness and review proof approval policies a final time.

Because we want everything to come out the way you imagined, no other work will be done to your order until you've approved the invitation proof. Please check your final files and order over very carefully as we are unable to be responsible for any errors or omissions in the final proof.

## PAYMENTS

We accept payment via check, cash, and credit card. If you would like to pay via credit card, just let us know and we will send you a secure payment link. Payments via check can be sent to Dodeline Design | 1051 Johnnie Dodds Boulevard, Suite E, Mount Pleasant, SC 29464.

## SHIPPING POLICIES

If you are local to the tri-county area, you are welcome to pick up your order at our office. Our hours are Monday - Friday, 9am to 5pm, but please call ahead at 843.860.8308 to confirm that someone will be there.

For destination brides and out of state orders, we are happy to ship your lovely invitations to you.

We also ship internationally. All shipping charges will be billed separately to the credit card provided or added to your order to be settled at the end. Once the order is shipped you will receive an additional bill for the shipping charges. Please allow extra shipping time for all international orders.

## CANCELLATION

If for some reason you need to cancel your invitation / stationery order after approving the proof, please be aware that, because of the custom nature of our products, orders are nonrefundable.

Prior to proof approval, a cancellation fee of 50% of the order total applies.



*Photo Credits: Olivia Rae James, Rachel May Photography*