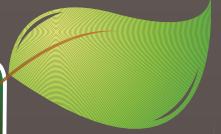


Greensmith Graphics



Create. Inspire. Grow.



Email Marketing

Merchandising

Websites

eCommerce



Print Marketing

Social Media

Marketing Campaigns

Events

Signage

who we are.

Greensmith Graphics' Advantage

- A division of Arett Sales, premier lawn and garden distributor.
- Over 30 years experience in lawn and garden marketing and design.
- Fully staffed, professionally trained design and marketing experts.
- Printing over 10 million retail promotional pieces annually.
- Specializing in print and digital media.



invigorate your business

all the services you need.

Billboards
Business Cards
Brochures
Calendars
Catalogs
Circulars
Display Materials
Direct Mail
E-mail Marketing
Gift Card Mailers
Handbooks
Letterheads
Literature
Logo Design
Magazine Ads
Merchandising Materials
Newsletters

Newspaper Ads
Package Design
Pocket Folders
POP Materials
Postcards
Posters
Product Guides
Product Sell Sheets
Signage
Single Sheets
Targeted Marketing
Trade Show Materials
Trifolds
T-Shirts/Apparel
Video Production
Website Design
...and much more!

Everything you need to promote your company and grow your business!

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what sets YOU apart?

print services.

Fliers- 2-Page and 4-Page

High quality, low prices, custom designs and web images included!
Distribution additional ...any way you choose!

save more on dealer's choice fliers

----lightweight gloss-----			
Order Code:		Z50 SUP Print Only 2-page* 9.75" x 11"	Z50 4CUST Print Only 4-page* 10.5" x 11"
10,000	@	call for pricing	call for pricing
15,000	@	call for pricing	call for pricing
20,000	@	call for pricing	call for pricing
30,000	@	call for pricing	call for pricing
40,000	@	call for pricing	call for pricing
50,000	@	call for pricing	call for pricing
70,000	@	call for pricing	call for pricing
100,000	@	call for pricing	call for pricing

* All shipping and distribution charges on non-Valassis pieces are additional.



Reach out in print - 86% of purchase decisions are made at home, 14% in store!†

Print & Distributed via Valassis Marriage Mail

save more on dealer's choice fliers

-----Valassis Marriage Mail-----			
Order Code:		Z50 PMVS Print/Mail 2-page* 8.5" x 11"	Z50 PM4 Print/Mail 4-page* 10.5" x 11"
10,000	@	call for pricing	call for pricing
20,000	@	call for pricing	call for pricing
30,000	@	call for pricing	call for pricing
40,000	@	call for pricing	call for pricing
50,000	@	call for pricing	call for pricing
70,000	@	call for pricing	call for pricing
100,000	@	call for pricing	call for pricing

* Pricing on Valassis Marriage Mail is for Standard marriage mail only. ATZ, add 1¢ each, ANNE Markets, add 2¢ each. Must order additional in increments of 500. For Valassis marriage mail, shipping charges are only for store copies. Solo Valassis markets are not available on these pieces.

PRODUCTION TIME
 Allow 5 - 6 weeks between art submission and in-home date

Consumers are influenced by an average of 3.9 different media sources in their purchase decisions.†

reach your **target** audience



print services.



PRODUCTION TIME

Allow 5 - 6 weeks between art submission and in-home date

Postcards

Distribute Your Way

		-----100# gloss-----	
Order Code:		Z50 PCM 6" x 9"	Z50 PCL 6" x 11"
1,000	@	call for pricing	call for pricing
2,500	@	call for pricing	call for pricing
5,000	@	call for pricing	call for pricing
10,000	@	call for pricing	call for pricing
20,000	@	call for pricing	call for pricing
30,000	@	call for pricing	call for pricing
40,000	@	call for pricing	call for pricing
50,000	@	call for pricing	call for pricing

*(each costs shown) All shipping and distribution charges on non-Valassis pieces are additional. Higher quantities available.

Print & Mailed via Valassis Marriage Mail

		-----7 pt. card-----	
Order Code:		Z50 PMP 5.66" x 11"	Min. 20,000
20,000	@	call for pricing	
30,000	@	call for pricing	
40,000	@	call for pricing	
50,000	@	call for pricing	

*(each costs shown) Valassis Marriage Mail pricing covers Standard marriage mail only. ATZ, add 1¢ each, ANNE Markets, add 2¢ each. Must order additional in increments of 500. For Valassis marriage mail, shipping charges are only for store copies. All shipping and distribution charges on non-Valassis pieces are additional. Higher quantities available. Solo mail markets are additional.

...then keep them coming back for more!



Coupon Books

Minimum 1500 books. Size: 8.5" x 4"

Note: # of leaves includes cover. Price includes design, composition, and printing. Shipping is additional. Perforating and padding are also additional.

Order Code:		Z50 CPB	
Booklet		Price	
8 leaf book	@	call for pricing	
12 leaf book	@	call for pricing	

focus on your strengths

print services.

Brochures - Sell Sheets - Bonus Bucks

Print & Distribute Your Way

Shipping & distribution is additional.

		-----80# gloss-----	
Order Code:		Z50 SS8 8.5" x 11"	Z50 SS11 11" x 17"
1,000	@	call for pricing	call for pricing
2,500	@	call for pricing	call for pricing
5,000	@	call for pricing	call for pricing
10,000	@	call for pricing	call for pricing
20,000	@	call for pricing	call for pricing
30,000	@	call for pricing	call for pricing
40,000	@	call for pricing	call for pricing
50,000	@	call for pricing	call for pricing

Folding in half is included. Additional folds, perms or wafer seals would incur some upcharges. (each costs shown) Bonus bucks can print 6 per 8.5" x 11" sheet. Note: 100# stock must be used if sending 8.5" x 11" pieces that are not tri-folded via US Postal service. 100# stock is additional.



PRODUCTION TIME

Allow 4-5 weeks between art submission and in-home date

Stay in front of your customers - so they think of you first!



Counter Salesman Kit

- (1) 8.5" x 11" Full Color Sign for back
- 500 Trifold brochures on 80# glossy paper in full color all sides or 1000 postcards

Order code: Z50 CTM

call for pricing for the kit

Acrylic holder sold separately for call for pricing

1,000 minimum quantity. Must be ordered in increments of 500. Half folding on 11" x 17", if desired, will be included at not additional cost. Extraordinary photo or art manipulation, special illustrations or images may incur additional costs. Once design work has begun, the customer is responsible for at least 50% of the total cost of the print job, or a minimum of \$200 per page. Delivery & distribution are additional.



print services.



www.wowcards.com/arett
GIFT CARD MAILER
Postcard & Gift Card Combined

Loyalty & Gift Cards

Do-It-Yourself Online • Print and Mail
GIFT CARD MAILER

5.75" x 4" call for pricing" plastic pop out card in a postcard format in color. Use your list or supply zip codes and a list will be provided for you. 7 day turnaround for delivery to the post office* when using templated designs after mailing list decisions are complete.

Order Code:	Z50 GCM	Z50 GCC
Minimum Quantity	500	
	Resident List Print & Mail	Custom Design
500 – 10,000 @	call for pricing	call for pricing

Only additional costs are shipping store copies & list refinement, if necessary.
 Post office has up to 10 business days for delivery from time of receipt.

build confidence & reward loyalty



We Handle It All!

CHOOSE THE STYLE THAT SUITS YOUR NEEDS

LOYALTY SHORT PAK set includes...

- (1) 2" x 3" call for pricing 5" x 3" call for pricing 5" card
- (1) 1" x 2.625" key tag
- (1) Detachable label for instant issue

LOYALTY KEY TAG includes...

- (2) 1" call for pricing 5" x 2.625" key tag (24 per sheet)

GIFT CARD: 3" call for pricing 5" x 3.6875" hanging

Order Code:	Z50 LCSP	Z50 LBKT	Z50 GCH
	Loyalty Short pak	Loyalty Key cards	Gift Cards Hanging
500	@	call for pricing	call for pricing
1,000	@	call for pricing	call for pricing
2,500	@	call for pricing	call for pricing
5,000	@	call for pricing	call for pricing
10,000	@	call for pricing	call for pricing

Set, up and design, 4 color front and black back and shipping UPS included in all the above prices.

PRODUCTION TIME

Allow 6-8 weeks between
 art submission and in-home date

Satisfaction
This way

show them the way!

Greatness
Just Ahead

print services.

In-Store Merchandising

Custom Signage

Move your customers through your store - completely custom!

Qty/No. of design	Color	Pricing
24" x 36" 10 pt. Full color - for indoor use only!		
1 sign/1 design	1 side @ call for pricing	2 sides @ call for pricing
5 signs/1 design	1 side @ call for pricing	2 sides @ call for pricing
10 signs/2 designs	1 side @ call for pricing	2 sides @ call for pricing
50 signs/5 designs	1 side @ call for pricing	2 sides @ call for pricing



24" x 36" 3MM PVC Full color -use outdoors or in!

1 sign/1 design	1 side @ call for pricing	2 sides @ call for pricing
5 signs/1 design	1 side @ call for pricing	2 sides @ call for pricing
10 signs/2 designs	1 side @ call for pricing	2 sides @ call for pricing
50 signs/5 designs	1 side @ call for pricing	2 sides @ call for pricing

Vinyl Outdoor Banners

- 13 oz. Vinyl.
- Full color one side.
- Size: either 3 ft. x 8 ft. or 4 ft. x 6 ft.
- Includes Design, composition, printing and Grommets for hanging.
- Delivery is additional



		Pricing
One banner/one design	@	call for pricing
Two banners/two designs	@	call for pricing

Window Clings

- 4 color custom imprint on white background
- 2 ft. x 2 ft. - mount indoors or out!
- Includes design and printing.
- Delivery is additional.

Qty / No. of designs		Pricing
(1) cling / 1 design	@	call for pricing
(2) clings / 1 design	@	call for pricing
(5) clings / 1 design	@	call for pricing



PRODUCTION TIME Allow 2-4 weeks for production



branch Out

marketing services.

Distribution and Handling

Inserting & Mailing

Getting your piece into the right hands is KEY to a successful promotion. Select your distribution method first, it may effect the format of your piece. WE CAN HELP!

Select a sale date or IN-HOME DATE...

- When the DEMAND is there & the product is on your shelves!

Allow 10-14 days prior to in-home date for delivery to your distribution source

- For inserts into a newspaper or if using direct mail, allow at least 10 days prior to your in-home date for delivery.

Let us take care of the details for you.

distribution options...

1. Local Newspapers... Vary greatly.
2. Valassis Shared Mail...
 - Not available in all markets.
 - In-home dates are pre-set.
 - Usually distributes on a weekly basis.
 - Distribution areas are selected by zip code. Often ATZs (partial zip codes) are available for an additional cost.
 - In-home dates & distribution frequency vary by market. Some remote markets only have A.N.N.E. distribution which occurs less frequently, usually monthly.
3. Traditional or Solo Mail...
 - Very effective yet the most costly.
 - Create your own list, buy a target list – or merge the two!
4. Once you select a distribution method... the rest is easy!
 - Decide on a quantity - be sure to include overruns for shrinkage during processing.
 - Get the size & weight requirement for processing by your provider.
 - Get a delivery address, date & time.
 - Get a contact name & phone number.
 - Ask about any particular packing or shipping requirements: skidded, stacked, bundled, boxed, or labeling the shipment?

connect with your customers

digital - web - interactive services.

Custom e-mails

Powerful, affordable marketing tools to help you grow your business.

(Minimum 6-pack package)

- Single page blast to a customer's list
- Designed to initiate an "immediate" response
- Header colors change with the season
- Reporting statistics

We Design & Send

call for pricing per e-mail

6 e-mail package @ call for pricing

12 e-mail package @ call for pricing

Includes 1000 "sends". Add \$5 for every additional thousand "sends"

PRODUCTION TIME Allow 2-3 weeks for production

Have your own e-mail

program? We can design e-mails to suit your needs.

We Design, You Send...

Standard Template @ call for pricing

Expanded Template @ call for pricing

Custom E-mail @ call for pricing

Build trust & customer loyalty on-line!

Custom e-newsletters

(Minimum 4-edition package)

Designed for a high open rate written with photos selected for you & archived for future use or posting on your website. Can include...

- 4 articles
- 3 interactive apps
 - ~ Trivia
 - ~ Survey
 - ~ Crossword Puzzles
 - ~ Forward to a Friend
- Recipe
- Product Spotlight Article
- Custom Coupon
- Reporting statistics
- Emailed to your list

call for pricing per edition

4 edition minimum @ call for pricing

Includes 1000 "sends". Add \$5 for every additional thousand "sends". TERMS: First 2, Net 4/10, Next 2, Net 7/10

PRODUCTION TIME Allow 2-3 weeks for production



Have your own e-mail

program? We can design e-mails to suit your needs.

We Design, You Send...

call for pricing per e-newsletter

make an impression



web services.

Websites

Professionally designed & programmed for search engine optimization

Level 1 5-Page Website call for pricing Z50 Web1

Custom domain name - Email hosting - 5 Static pages with Basic Information - Colors and rotating images to reflect the seasons - search engine optimization.

Level 2 20-Page Website call for pricing Z50 Web2

Custom domain name - Email hosting - 20 page site - Forms (contact and subscription) and Calculators (mulch, stone, etc.) Colors and rotating images to reflect the seasons - search engine optimization. 12-month planting guide and 12-product or manufacturer pages in addition to the basic site pages.

Level 3 Premium Website call for pricing Z50 Web3

Levels 1 and 2 plus 5 additional domain names for search engine optimization - "Full customized galleries of green goods that you stock - Update utilities so you can customize pages yourself - Extensive garden article library - Unlimited page count. Unlimited website updates, daily back-ups, email hosting, ongoing search engine optimization, & statistical reporting.

PLEASE NOTE: A current credit card is required on file for all website fees. Credit cards are charged according to billing schedule. We accept VISA, MasterCard & American Express. Customers may pre-pay by check no later than 15 days prior to billing period.



Web Hosting

Sites to be changed monthly to reflect the seasons.

- Changes to be pro-actively initiated
- Individual account manager assigned to your account.
- Custom graphics to be developed at your request.

Up to 3 hours of changes included in cost. Additional work performed on a time and materials basis at call for pricing/hr.

call for pricing per month Z50 Webhost

TERMS: Net 10

PRODUCTION TIME FOR WEB SERVICES Allow 5-6 weeks for production



the **POWER** of greensmith graphics

interactive video services.

eCommerce

Greensmith Graphics offers a variety of ways to sell your product on-line.

HG Shopper

Garden branded eCommerce site with over 1,000 top selling lawn & garden items

On-line Fulfillment

Access to over 1,000 top selling lawn & garden items that can be uploaded to your existing eCommerce site.

Coming Soon - Customized eCommerce Site!



The Power of VIDEO • Brings you to life

Greensmith Graphics, in conjunction with DNK Productions, can provide a comprehensive service that will result in an all inclusive video about your store, your service and/or a highlighted event or product line.

Our technical professionals can provide the turnkey services you need for custom productions, from storyboarding and scripting to voiceovers and editing – with on-location productions ...or we can take your videotape and edit it for you to produce a professional final product.

Comprehensive Video

This comprehensive service will result in an up to 3 minute video about your store, your services and/or a highlighted event or product line.

- Includes an initial consultation/pre-production phone meeting
- Includes field production
- Includes copywriting, design, and editing.
- Includes voice over talent and stock music.
- Includes one edit of final low resolution draft.
- Includes up to three product placement ads.



PRODUCTION TIME FOR VIDEO

Allow 1-3 weeks for production

Cost: call for pricing

Terms: Balance due Net 10

Deposit due upon signing: call for pricing

Note: All footage taken, excluding any specific garden center shots, are the joint property of Arett Sales (or Greensmith Graphics) and the client.

Custom videos and rates available, ask about how we can help you today!

we are here for you.

general contact

800-395-6009 fax: 856-751-7167

email: advertising@arett.com

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