

**FLEISHMAN
HILLARD INC**Public Relations
200 North Broadway
St. Louis, Missouri 63102314 | 982 | 1700
314 | 231 | 2313 FAXMarjorie Brooks

June 5, 1991

MemorandumTO: Loren W. Wassell
Andrea H. Smith

FROM: Marjorie Brooks

Attached is an estimate from our graphics department on the cost of materials, creative and production services, printing and assembly for the Krummrich waste minimization kit. All of the materials would be printed on recycled paper.

The estimate is broken down into separate components for the kit cover, inserts, mailing envelopes, photos and assembly. For example, you may want to order more kit covers for future use because of the small incremental cost as the quantity increases.

The inserts are based on the estimate of 16 pages of printed copy, three pages of diagrams and two black-and-white photos. Obviously, if there are more or fewer pages, the estimate would change.

The estimate is for standard envelopes made of recycled paper. However, if you would like envelopes that match the kit cover, it will cost an extra \$100 and require three weeks of lead time to order.

Regarding the photos, I was advised that it is much less expensive to produce black-and-white photos than to convert the photos into line drawings.

Please call if you have questions or comments, or if I can be of further assistance.

attachment

cc: Robert L. Peirce

Post-It™ brand fax transmittal memo 7671		# of pages ▶ 3
To Loren Wassell	From Marjorie Brooks	
Co. Monsanto	Co. Fleishman-Hillard	
Dept.	Phone # 982-8624	
Fax # 694-1585	Fax #	

DSW 136621

STLCOPCB4036582

Loren W. Wassell

Rosemary—

This is a press kit from
our PR agency. But you
can beat these production
prices.

June 4, 1991

TO: Marjorie Brooks
FROM: Jay Beisman
RE: Monsanto Estimates

As requested, listed below are the estimated costs for the abovementioned project. If you have any questions, please do not hesitate to call.

SPECIFICATIONS:

Press Kit

Standard 9" x 12" with Glued Pockets
Prints 2 Flat Colors/1 Side
Logo and Type
80# Wausau Royal Fiber
Quantity: 300; 500; 700

	300	500	700
	QUANTITY	QUANTITY	QUANTITY
Creative and Production Services	\$ 750	\$ 750	\$ 750
Miscellaneous Out-of-Pocket Expense	100	100	100
Printing	1,270	1,337	1,403
TOTAL ESTIMATED COST	\$2,120	\$2,187	\$2,253

Inserts

8-1/2" x 11"
Prints 2 Flat Colors/1 Side
16 Logo and Type
3 Logo and Diagram
All Line Art
70# Wausau Royal Fiber Text
Quantity: 300 of 19; 500 of 19; 700 of 19

	300	500	700
	of 19	of 19	of 19
Creative and Production Services	\$1,000	\$1,000	\$1,000
Miscellaneous Out-of-Pocket Expense	250	250	250
Printing	2,473	2,606	2,740
TOTAL ESTIMATED COST	\$3,723	\$3,856	\$3,990

DSW 136622

Marjorie Brooks
June 4, 1991
Page Two

9-1/2" x 12-1/2"
Envelope

Prints 2 Flat Colors/1 Side
All Line Art
24# White Recycled
Quantity: 300; 500; 700

	300 QUANTITY	500 QUANTITY	700 QUANTITY
Creative and Production Services	\$350	\$350	\$350
Miscellaneous Out-of-Pocket Expense	50	50	50
Printing	<u>274</u>	<u>314</u>	<u>341</u>
TOTAL ESTIMATED COST	<u>\$674</u>	<u>\$714</u>	<u>\$741</u>

Q 1,000
Envelopes

NOTE: To order matching Wausau envelopes, three weeks lead time is needed.

Also, please add \$100 to the above estimates.

Photos

B/W 8" x 10" from 2 original supplied prints
Quantity: 300 of 2; 500 of 2; 700 of 2

	300 of 2	500 of 2	700 of 2
TOTAL ESTIMATED COST	<u>\$540</u>	<u>\$810</u>	<u>\$1,110</u>

Assembly

- Collate 19 inserts
 - Collate 2 Photos
 - 1 Generic Cover Letter (provided)
 - 2 Brochures (provided)
 - Insert into Press Kits
 - Insert into Envelope
 - Label and Post 1st Class
 - Postage is additional
- Quantity: 300; 500; 700

	300	500	700
TOTAL ESTIMATED COST	<u>\$325</u>	<u>\$475</u>	<u>\$625</u>

cc: Kurt Wehrsten
Greg Oliver

DSW 136623

\$7500