

# CATALOG PRINTING

START TO FINISH TOOLS & ADVICE TO  
CREATE A CATALOG THAT SELLS!



**FRONTERA.COM**  
Distinctive style from front porch to backyard

2018  
Catalog

**LEON ALUMINUM SPC ENSEMBLE**  
This cast aluminum ensemble is durable, comfortable, and maintenance-free. The unique finishing process gives every piece the strength to withstand the harshest of elements without surrendering any of its character. During the finishing process, each piece is sanded, leveled, and coated by hand. The entire line is available in a variety of vibrant colors. Options of finishes and fabric options available on Frontera.com.

THCC-SPC-05-ENS Leon Set - \$5,374

**FANBACK CAST ALUMINUM CHAIR**  
Choose with or without arms, light or durable, multiple colors available.

THCC-FCB Fanback Chair - \$590  
THCC-FCB Fanback Armchair - \$660

Multiple Colors Available

**WINDSOR CAST ALUMINUM SEATING COLLECTION**  
Made in solid aluminum, the Windsor Seating Collection is the ultimate marriage of classic styling and modern, lightweight materials. Each piece is carefully finished, hand-painted and finished in your choice of more than 20 colors from traditional dark shades to fun bright colors. Luxurious, heirloom quality. Made in the USA.

THCC-FWCS Windsor Cast Aluminum Settee - \$900  
THCC-FWCC Windsor Cast Aluminum Cocktail Table - \$420

FREE SHIPPING  
(continental U.S. only)

**MOUNT VERNON CAST ALUMINUM SEATING SET**  
The classic style of the Mount Vernon Cast Aluminum ensemble adds a touch of class to any outdoor space. Each piece is fully welded from solid cast aluminum and hand finished. This ensemble is available in dozens of color options and cushion fabrics. See them all at Frontera.com.

THCC-MVVEN Mount Vernon 6pc Aluminum Seating Ensemble - \$4,590

FREE SHIPPING  
(continental U.S. only)

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**CROSSCOVE CAST ALUMINUM DINING**  
Each piece of this beautiful dining ensemble is fully welded and constructed with longevity in mind. The unique finishing process, which includes sanding, hand-painting and painting by hand, gives every piece the strength to withstand the harshest elements without surrendering any of its character. Available in more than 20 fresh colors. Made in the USA!

Crosscove 7 Piece Dining Set - \$5,600

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# CATALOG PRINTING

DISPLAY AND PROMOTE YOUR PRODUCTS AND SERVICES WITH VIBRANT COLOR PHOTOS IN AN AFFORDABLE SOFT COVER SADDLE-STITCHED CATALOG

FROM YOUR  
DESKTOP TO  
YOUR  
DOORSTEP IN  
4 TO 7 DAYS

REQUEST  
SAMPLES



**Before you start designing a Catalog, ask yourself these questions to get moving in the right direction:**

1. What am I looking to spotlight in my Catalog?
2. What is the demographic I am targeting with my Catalog/product?
3. How will this be distributed? (Size & weight are very important factors to know before you design your catalog)
4. What is my total budget?

## KEY FACTORS THAT HAVE THE BIGGEST INFLUENCE ON CATALOG PRINTING:

### SIZE OPTIONS

#### Portrait Sizes:

8½ x 11 | 5 ½ x 8 ½  
6 x 9 | 7½ x 10

#### Landscape Sizes:

8 ½ x 5 ½ | 9 x 6

#### Portrait Sizes:

6 x 6 | 8 x 8

### PAPER OPTIONS

Our professional quality catalogs are printed in vivid full-color on 100# gloss or matte text (self cover) or add 80# gloss or matte cover paper which can be UV coated to give that luxurious high gloss finish! Our custom catalogs can start with as few as eight pages including cover. Pages can be added in multiples of 4 pages -8, 12, 16 & up to 96. You can also print on the inside front and back cover.

### PRICING OPTIONS

On any of our product pages we have an [instant pricing tool](#) where you can find out how much your order will be! We specialize in printing quantities of 10 to 1,000.



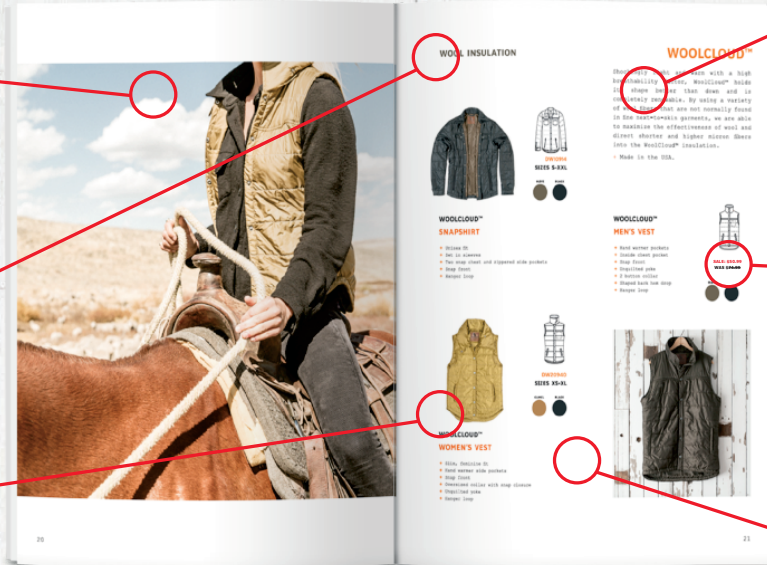
# DESIGNING YOUR CATALOG

THE DESIGN AND PRINT QUALITY OF YOUR CATALOG PRINTING IS JUST AS IMPORTANT AS THE INFORMATION

Full-size images and easy to follow information guide your reader through each page.

Headings, images, and sub headings draw attention to important information.

Use writing and images to communicate your goal and attract attention.



Wording is important. Be specific and give all the necessary information, but try not to be too wordy!

It is always very helpful to your customer to see pricing in a catalog. It is also a very appealing dynamic to show original pricing that has been cut showing an extra added value to your customer.

Be simple, clean, and concise. Don't overload your pages. Just add more pages instead!

We have FREE downloadable [catalog templates](#) for you to utilize when designing your catalog. They are great because the files are already checked and have the proper format we need to print. Don't have design software? We have a new and improved free [Catalog design tool](#) to help you design your next catalog!

**FREE TEMPLATES**



## BENEFITS FROM HAVING A PRODUCT CATALOG

[Catalogs](#) display and promote your products and services with pictures and images that attract attention. The unseen value of having that catalog sit on the desk or coffee table and be seen over and over by that customer and anyone else who might come in contact with it is value added.

**GET STARTED**





# DESIGNING YOUR CATALOG CONTINUED

## TOP TIPS FOR CATALOGS THAT SELL

Use engaging colors, images, and design elements that represent you or your company.

1

Use white space, and use your space wisely. Keep a good balance, don't use too much or too little text or images.

3

Select the appropriate finished size and know how you will distribute (mail, handing out, hanging in a display, etc.)

5

Keep a consistent style and look throughout the entire document.

7

Stick to a simple font that is easy to read. Consider size, style, and color.

2

Eliminate unnecessary elements or distractions.

4

Full-color images with 300dpi or more resolution are perfect for catalogs.

6

## WHAT ARE CATALOGS USED FOR?

- Advertising
- Clothing
- College
- Education
- Equipment
- Food & Beverages
- Fraternities
- Hunting
- Outfitters
- Online
- Products
- Religious Organizations
- Sororities
- Sporting Events
- Sports Marketing
- & much more!



## UPLOADING YOUR CATALOG PAGES

On the right is an example of how to calculate the page count for an 8 page catalog. When designing your files, design page 1 as the front cover and page 2 as the inside front cover. Your second to last page will be the inside of the back cover and your last page will be the back cover.

FRONT COVER	INSIDE FRONT COVER	INSIDE PAGE	INSIDE PAGE
1	2	3	4
INSIDE PAGE	INSIDE PAGE	INSIDE BACK COVER	BACK COVER
5	6	7	8



# CATALOG DESIGN OPTIONS

CATALOG PRINTING IS A GREAT WAY TO SHOWCASE YOUR PRODUCTS



## DESIGN OPTIONS

Don't have your own design software or feeling overwhelmed or crunched for time? Utilize our [FREE Catalog Designer](#) or contact one of our recommended graphic designers on the right. If your design is already finished, just head [online](#) and start your order!



## DO YOU NEED A PROFESSIONAL DESIGNER?



**My 2 Cents Designs | Addie Evans**  
 Email: [addie@my2centsdesign.com](mailto:addie@my2centsdesign.com)  
 Phone: [800.619.4194](tel:800.619.4194)  
[Visit Website](#)



**DeZined 2 Print | Margaret Dominy**  
 Email: [gypsydee@earthlink.net](mailto:gypsydee@earthlink.net)  
 Phone: [406.476.3440](tel:406.476.3440)  
[Visit Website](#)

## LET YOUR IMAGINATION AND CREATIVITY FLOW

Don't forget to add little details - depending on the type of catalog, you may need:

- A reference to your website
- Order forms
- Table of contents
- Glossary
- Index

**ORDER NOW!**





# CATALOG DESIGN OPTIONS

CATALOG PRINTING IS A GREAT WAY TO SHOWCASE YOUR PRODUCTS

1

## ALREADY HAVE YOUR FILES READY?

If You Have Your Catalog Print-Ready PDF Files (Photoshop, InDesign, Illustrator) → get a price → order → upload.

[CLICK HERE](#)



2

## NOT SURE WHERE TO START?

Utilize our free downloadable templates and layout guides to give you a start using your Adobe design software.

[CLICK HERE](#)



3

## NEED PROFESSIONAL HELP?

We have organized a team of professional graphic designers to help our customers with their design needs.

[CLICK HERE](#)

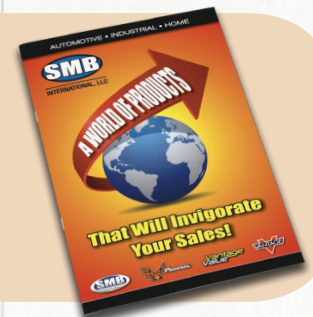


4

## NEED TO USE A FREE DESIGN TOOL?

It's simple to get started - choose your size and binding, upload your photos or import them from Facebook, add your text and we'll do the rest!

[CLICK HERE](#)



## Photo Calendar Designer

Business promotional calendars tell your company's story for an entire year! Send a 2019 calendar as a thank you to customers, supporters or clients. Get started today using our FREE calendar design tool! [Design Now](#)





# RESOURCES

[TALK TO A SPECIALIST](#)

[REQUEST FREE SAMPLES](#)

[CATALOG DESIGN TOOL](#)

[PARTNERSHIP LINK DISCOUNT](#)

**I need help with:**

[Pricing](#)

[Product Specifications](#)

[Distribution](#)

[Printing & Mailing Services](#)

[Binding Options](#)



**117 9th Street North  
Great Falls MT, 59401**

**Hours: Mon-Fri 7am-6pm (mountain time)**

**Phone: 800-995-1555**

**Email: support@printingcenterusa.com**

**Web: printingcenterusa.com**



THERE ARE ENDLESS OPTIONS WHEN IT COMES TO CUSTOM PRINTING, AND YOU AREN'T LIMITED TO JUST CATALOGS! WE HAVE MANY MORE PRODUCT OPTIONS FOR ALL OF YOUR PRINTING NEEDS, LIKE [BROCHURES](#).



- [Bookmarks](#)
- [Brochures](#)
- [Business Cards](#)
- [Calendars](#)
- [Catalogs](#)
- [Coloring Books](#)
- [Custom Print Products](#)
- [Door Hangers](#)
- [DVD Covers](#)
- [Envelopes](#)
- [Flyers](#)
- [Funeral Programs](#)
- [Greeting Cards](#)
- [Letterhead](#)
- [Look Books](#)

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- [Manual](#)
- [Newsletters](#)
- [Note Cards](#)
- [Notepads](#)
- [Photo Books](#)
- [Postcards](#)
- [Posters](#)
- [Presentation Folders](#)
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- [Rack Brochures](#)
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- [Rip Cards](#)
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