



# PARAMOUNT PRESS, INC.

October 3, 1968

Mrs. Carol Utley  
Blue Cross/Blue Shield of Florida  
532 Riverside Avenue  
Jacksonville, Florida

Dear Mrs. Utley:

After reviewing our cost on the September issue of "Profile", we have arrived at the following prices.

2,300 - 16 pages on 70lb. Warren's Lustro Offset enamel:

Total Cost..... \$1,660.00

If we go back to a cheaper grade enamel as used in the  
first two issues: Deduct..... -\$ 50.00  
2,300 - Total Cost ..... \$1,610.00

Based on a 24 page publication, the following figures can be used for budget purposes.

2,300 - 24 pages on 70 lb. Warrens Lustro Offset enamel:

Total Cost..... \$2,445.00

If we go back to a cheaper grade enamel as used in the  
first two issues: Deduct..... \$ 75.00  
2,300 - Total Cost..... \$2,370.00

Carol, we do not suggest that you down-grade the paper on your publication but only give these figures to you for comparative reasons.

I should mention that as we progress with this publication there will probably be additional items that will effect the price, i. e. special art, special effect photography (photo conversion) or a large number of photographs would fall into this category.

Thank you again for the opportunity to work with you on your publication. Rest assured that it will always receive our individual and most professional attention.

Sincerely,  
PARAMOUNT PRESS INC.

Kenneth Taylor  
Vice President/Sales Manager

KT/dee