

DIRECTORY

Joyce Berlo
President/CEO

General Information, Marketing &
Sales Inquires

614.794.4379

Jennifer Lukas-Earl
Vice President/COO

Scheduling & Project Status
or Accounting Department

614.794.4373

Photography/Virtual Tours
Graphic Design Department

614.794.4371

Fax

614.794.4366

EMAIL

graphics@cdi-columbus.com

Website

www.cdi-columbus.com

color design innovations inc.



2010 catalog

Call CDI for a sample package today!

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All information is deemed to be true. Prices may change without notice.

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614.794.4379
graphics@cdi-columbus.com
www.cdi-columbus.com



Color Design Innovations, Inc. (CDI) creates professional, affordable marketing materials and provides dedicated, quality, personal service to our clients. We take pride in the high level of service that we provide to each of our clients. Let our creative staff make your business stand out from the rest!

Our highly skilled staff provide cutting-edge & creative ideas, using state-of-the-art equipment and technology to satisfy all your marketing needs. Drafts are provided on every project to ensure the highest approval and satisfaction. From virtual tours to custom brochures with professional quality photos, CDI does it all!

Pick-up and delivery services are offered on most jobs at no additional cost. We know that the single most important aspect of our business, which sets us apart, is quality personal service. At CDI, we understand that you are the key to our continuing success.

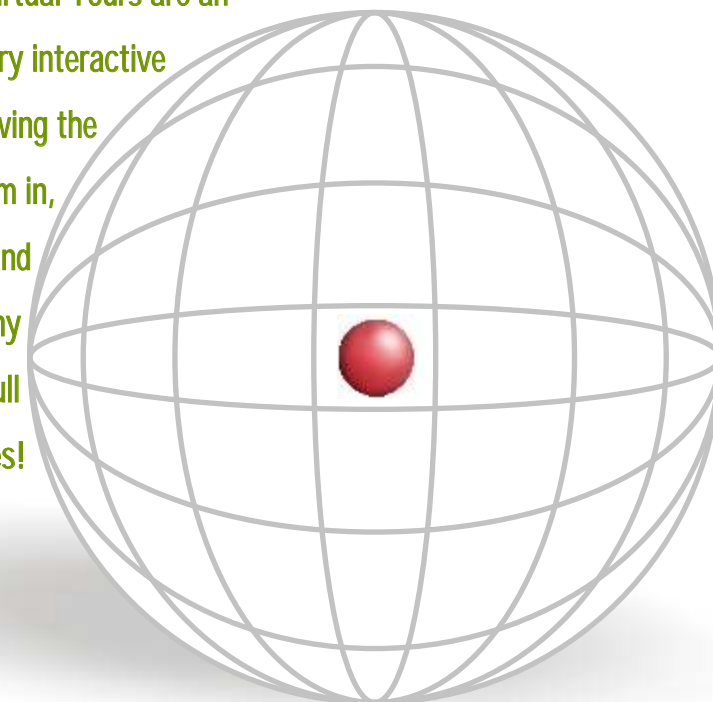


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	Website	www.cdi-columbus.com

Along with photography, CDI provides an extraordinary interactive experience with virtual tours. Whether you are looking for a panoramic view or a complete virtual experience featuring our 360 degree tour, CDI uses the latest digital technology to satisfy your needs. At request CDI can provide your virtual tour on disc along with a customized label. For our Real Estate Clients, CDI will post your virtual tour to Realtor.com within two business days. As an additional feature, CDI can also upload a non branded version of our virtual tour to MLS. Once your tour has been posted, CDI will email you a direct link to your virtual tour, allowing you to add it to your personal website or forward it to your clients and potential buyers. A special discount will be given after the 10th scheduled virtual tour on an annual basis. Refer to our website for virtual tour samples:

www.cdi-columbus.com

These Virtual Tours are an extraordinary interactive experience allowing the viewer to zoom in, zoom out, and move in any direction in a full 360 degrees!



VIRTUAL TOURS	# of scenes	price posted on disc or to Realtor.com
	3	95.00
	4	105.00
	5	115.00
	6	125.00
	7	140.00
	8	155.00
	9	170.00
	10	185.00

Unbranded virtual tour linked to MLS: \$5.00 with your provided info.
Non-Showcase listing: \$19.95 additional
 Re-post Virtual Tour = \$25
 Re-shoot Virtual Tour = \$50/1st scene, \$10/each additional scene + \$25 re-posting fee.
 \$25 - Virtual Tours on CD

IMPORTANT INFORMATION...

- › When you order a Virtual Tour and photography of your featured home, still images can be posted on Realtor.com's Photo Gallery for \$2 per picture.
- › All pricing includes photo editing.
- › Standard mileage charges will be applied after the first 30 miles round trip from the starting point of CDI
- › 24-hour CANCELLATION FEE, RETURN TRIP or NO SHOW charges may apply. (\$25 for each instance)



CDI provides commercial, business and personal photography that can be the starting point for brochures, marketing pieces, books or websites. CDI can also edit or manipulate photos for added interest or creativity. Other specialized services CDI includes with photography are room measurements and descriptions, along with day or night photography. We provide electronic lock box access that allows us to cater to your scheduling needs. We can also upload images to MLS and Realtor.com at your request. For non-realtor clients or special projects, please contact us for project quotes.

"One Call Does It All"

PHOTOGRAPHY

PHOTOGRAPHY MEASUREMENTS HIGHLIGHTS

home price	picts	picts/highlights	picts/msmts	ALL
up to \$199,999	75.00	85.00	82.00	92.00
\$200K - \$399,999	88.00	102.00	98.00	112.00
\$400K - \$599,999	100.00	118.00	112.00	130.00
\$600K - \$799,999	111.00	130.00	125.00	146.00
\$800K - \$999,999	121.00	145.00	138.00	162.00
\$1,000K & above	*130.00+	*157.00+	*150.00+	*177.00+

Measurements and highlights offered only with photography and/or virtual tour. All prices 10% higher w/o fact sheet order. *base + % above \$1,000k

FREE CD
of original high res. jpeg images provided when photos taken by CDI
Thumbnails: \$5.00
CD delivered with finished product. If needed earlier, CD will be available for pick-up on the day after photo shoot.

ADDITIONAL SERVICES

EXTERIORS: Front Only	\$25*	** Prices subject to change depending on acreage & special features of home
EXTERIORS: Front & Back	\$35*	
EXTERIORS: Front/Back & 1 Interior Shot	\$50*	
NIGHT PHOTOS:	start at \$50	*plus a % of list price above \$1,000,000
PANOTRAMIC STILL PHOTOS:	\$25	

(Mileage charges apply)

- ▶ Portrait photography also available
Sitting fee: \$40.00 + mileage
\$5 per pose (digital files provided via email or CD - Minimum of 3 poses)
- ▶ Product photography - custom quote

MLS/Realtor.com UPLOADING PRICE GUIDE:

# of photos	picts only	with text
1 - 3	4.00	10.00
4 - 6	7.00	15.00
7 - 10	10.00	20.00
> 10	\$1 each	\$2 each

CDI has developed a Photography database of stock photography featuring COLUMBUS and surrounding communities. You may inquire about the rights of our community photography usage for use in your own marketing ventures. Call today for more details.

IMPORTANT INFORMATION...

- ▶ Standard mileage charges will be applied after the first 30 miles round trip from the starting point of CDI
- ▶ Photo manipulation & editing available
- ▶ 24-hour CANCELLATION FEE, RETURN TRIP or NO SHOW charges may apply. (\$25 for each instance)

NEW TO CDI...

- Website Design & Development!
- Customized Multimedia CD Presentations for businesses, events & more!
- New state-of-the-art digital presses have been added to our printing facility!
- Online Community Tours - Access to the majority of our Community Tours are available seamlessly through YOUR website!
- Special package deals for new businesses - Call CDI today for more info!

BROCHURES

- Single Page Brochures
- Two-Sided Brochures
- Bi-Fold and Tri-Fold Brochures
- Bound Brochures
- Company Brochures
- Personal Brochures
- Annual Brochures
- Newsletters

TAILORED SPECIAL PROJECTS

- Custom Holiday Cards
- Announcements and Invitations
- Seasonal Marketing Calendars
- Memory Books and CDs
- Reunion Profile Books
- Family Albums on CD
- Wedding Booklets and CDs

VIRTUAL TOURS & PHOTOGRAPHY

- Photography, Measurements & Highlights
- Virtual Tours
- Portrait Photography
- Community Photography
- Email Services
- MLS/Realtor.com
- Photoshop Editing
- Product Photography

MULTIMEDIA PRODUCTS

- Community/City CDs
- Business Tour CDs
- Home Tour CDs
- Virtual Tour CDs
- Product CDs
- Web Page Design & Development
- Video Tours

DIRECT RESPONSE MATERIALS

- Postcards and Note Cards
- Business Cards
- Stationery Design
- Logo Design
- Flyers/Mailers
- Rack Cards
- Merging
- Branding/Identity

EXTRAORDINARY MARKETING

- Relocation Packets
- Marketing Packets
- Realtor Listing and Buying Packets
- Folders
- Advertising
- Calendars
- Note Pads
- Labels

CUSTOMIZED TO FIT YOUR NEEDS!

PRODUCTS & SERVICES

ORDERING PROCEDURE

Orders may be placed via email, phone, fax, delivery, or in person.

- Phone: 614.794.4379
- Fax: 614.794.4366
- Email: graphics@cdi-columbus.com
- Delivery or In Person: 4588 kenny road, suite 100B
columbus, ohio 43220

When ordering, please provide your name, company information, all addresses, telephone numbers, specific details about the type of product you are ordering (including property information, for real estate clients), amount of each product being requested and the expected project due date. Average turn-around times for projects are noted throughout this catalog. Drafts for proofreading are delivered for approval via email, fax, or delivery. Second drafts are provided upon request. Rush orders will be charged at twice the normal set-up.

PROOFING POLICY

Each project draft is delivered with the following disclaimer:

PLEASE REVIEW THIS PROOF WITH CARE

This proof is for your protection against inadvertent errors. Color and/or typesetting should be checked carefully. Your signature or verbal approval releases CDI from any liability of typographic or other errors which should have been noted in the proofing stage.

Please reply with one of the following options:

- OK to print as proofed
- OK to print with corrections (no revised proof is necessary)
- Make corrections and show revised proof

Once final client approval is received and CDI has completed the requested changes, the client then has sole financial responsibility for the product. If CDI printed your final product in error, CDI will make necessary corrections and reprint at no cost. However, those products printed in error must be returned.

DELIVERY POLICY

Standard delivery days are Wednesday PM & Friday PM. Out-of-area clients will be required to pay postage for the final delivery of product. \$8.00 delivery fee to the home within range. \$10.00 delivery fee to homes with keypad access. Rush delivery will be charged at courier cost. \$10.00+ delivery fee for non-standard or out-of-area deliveries. Product delivered upon payment for jobs exceeding \$500.00.

CANCELLATION POLICY

If the staff of CDI has either commenced work on an order or completed the client project draft prior to notification of cancellation, clients are held financially responsible for staff time committed to the order. CDI will provide two courtesy copies of the project "as-is" at the time of cancellation. 30 days of inactivity will result in cancellation. 24-hour cancellation notice must be given for scheduled photography appointments or a \$25.00 fee will be applied.

PAYMENT POLICY

All invoices received from CDI are due upon receipt. Late penalty fees and interest will be assessed if invoices not paid within 30 days.

CONFIDENTIALITY POLICY

CDI cares about their clients and is interested in their business success. Thus, we pledge to keep private all clients' unique business specific information and products. CDI does reserve the right to show samples of prized marketing products.

COPYRIGHT POLICY

All information and products are printed with:
Copyright © Color Design Innovations, Inc. 614.794.4379 www.cdi-columbus.com All rights reserved.
Copies made by the clients are prohibited - unauthorized duplication is a violation of applicable laws.

CDI can build your website from scratch, or freshen-up (redesign) an existing site! There is nothing more important than making a great first impression - and what better place than on the web. It is the first place people start looking these days!

All websites include...

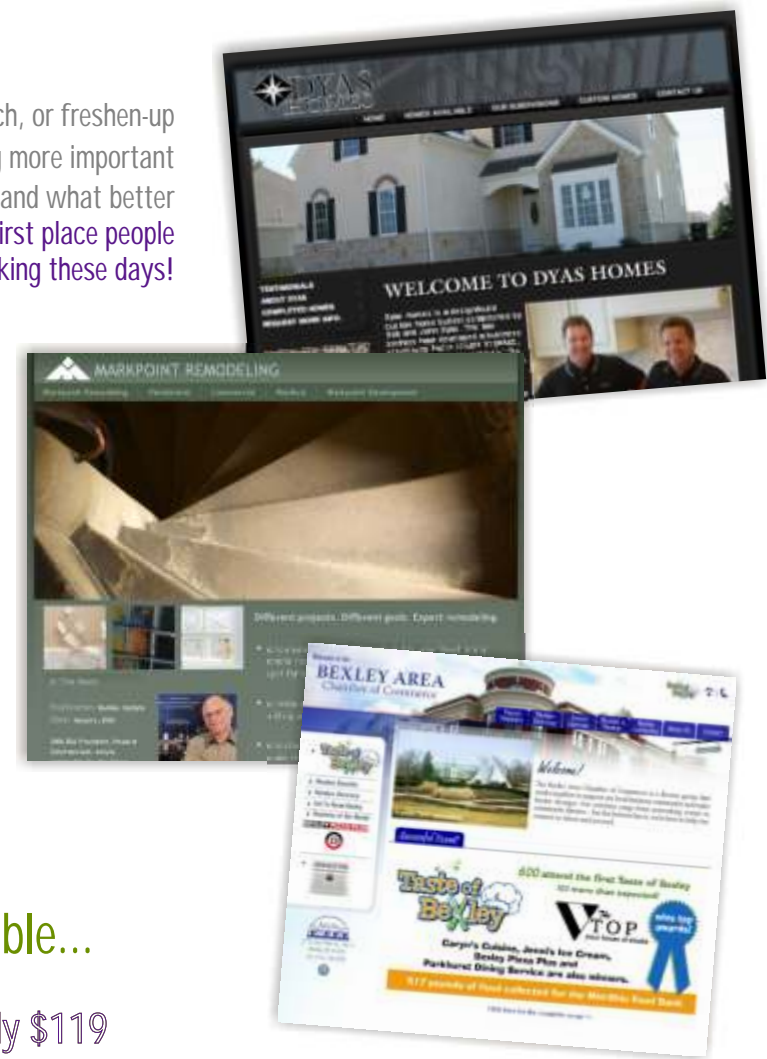
- Custom design
- Links to all internal pages
- Common external links
- Meta tag key word description & optimization
- Search engine submission

Website Packages available...

- PROMOTIONAL: 1 page only \$119
- BUDGET: 3-5 pages - starting at \$279
- BASIC: 6-10 pages - starting at \$579
- PROFESSIONAL: 11-18 pages - starting at \$999
- ADVANCED: 19+ pages - starting at \$1699

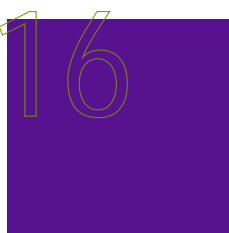
Many additional options, including...

- Custom photography
- Realtor specific add-ons
- Media player
- Community tours
- Members only page
- Maps, directions
- Discussion forums
- Photo gallery
- Contact form
- Plus many more!



We can secure your domain name with one call!

It's that easy!



make your marketing piece

INTERACTIVE!



Add a cd of surrounding communities, home tours, virtual tours, product or business tours to expand your marketing! Presentations can be from 5 to 15 minutes. Call today for a preview of this versatile marketing tool.

Approximate diameter of the mini-CD is 3" making this the perfect pocket-size tool to hand out! The mini CDs can easily be

- HOME TOUR
- VIRTUAL TOUR
- COMMUNITY TOUR



CDs start at \$3.75 (minimum = 5)

music & cd label available upon request at no extra charge.

(each additional tour add \$1.00 per CD)



RELOCATION BOOKLET

Provides city overview for individuals and families seeking to reside in the Greater Columbus area. Standard contents include color pictures and content highlighting key information about the city's diverse resources. Sections feature Downtown, Education, Communities, Entertainment, Sports, and your firm's relocation services. Relocation contents are updated semi-annually. Upon request, custom-tailored graphics and sections for this handy, spiral-bound guide can be designed to clients' requirements. Call CDI for a custom project price quote.

RELOCATION CD

Designed to accompany the Relocation Booklet, OR as a stand-alone CD (see page 13), the **COMMUNITY CD** and **COLUMBUS HIGHLIGHTS CD** include a great deal of information for individuals and families seeking to reside in the Greater Columbus area. CD label includes your logo and contact information. CDs may be customized to clients' requirements. Call CDI for a custom project price quote.

*for non realtor mini-cd projects, please call for pricing

		one side	two sided
LETTER 8.5 x 11 <i>*minimum order - 20</i>	color	.65	1.25
	color/BW		.75
	BW	.15	.25
LEGAL 8.5 x 14 <i>*minimum order - 15</i>	color	.99	1.75
	color/BW		1.15
	BW	.25	.45
TABLOID 11 x 17 <i>*minimum order - 10</i>	color	1.20	2.25
	color/BW		1.45
	BW	.30	.55
SQUARE 5.5 x 17 <i>*minimum order - 20</i>	color	.70	1.30
	Color/BW		.85
	BW	.20	.30
BOUND BROCHURE <i>*minimum order - 5</i>	quote per project		
	<i>*Minimums apply to original order and reruns.</i>		
	Full Bleed=\$0.10/\$0.20 higher		
	Upgraded Paper=\$0.10/\$0.20 higher		

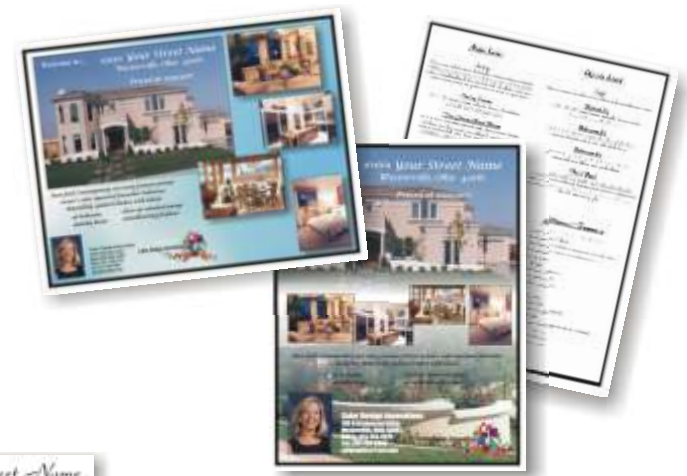
IMPORTANT INFORMATION...

- › The LAYOUT COST for each fact sheet depends on the time spent and the complexity of the project including number of pictures, amount of text, size and number of folds in paper, and any additional editing required. (Client-provided furnished text on disk or via email may reduce layout fees.)
- › For conversion from color to black and white, charges will be applied.
- › Pricing is based on premium paper and cardstock. Alternate paper types and styles are available upon request (additional cost may apply).
- › CDI's price quotes are inclusive of both project design and product printing.
- › Purchasing of electronic files (PDF) for distribution can be purchased at our discretion: (1-sided/2-sided) Letter: \$25/\$30
Legal: \$40/\$45
11X17: \$50/\$55
Business Cards: \$30/\$35

LETTER, LEGAL & TABLOID

LETTER 8.5 x 11 *minimum order - 20	one side	two sided
color	.65	1.25
color/BW	.75	.75
BW	.15	.25

Average layout cost for a **LETTER** flyer or brochure is \$25
QUANTITY DISCOUNTS FOR COLOR BEGIN after 50
Turn-around = 3 business days



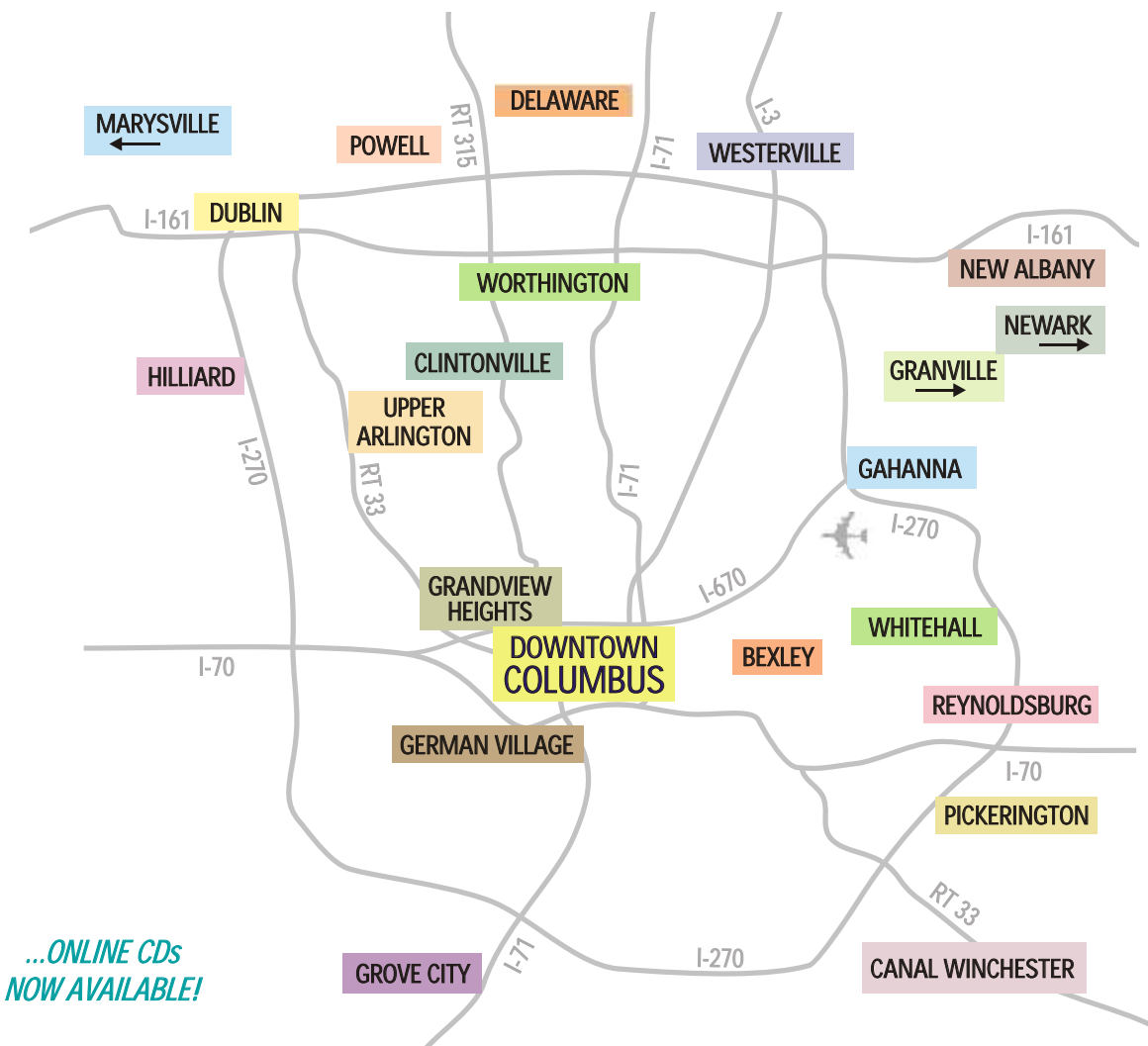
LEGAL 8.5 x 14 *minimum order - 15	one side	two sided
color	.99	1.75
color/BW	.115	1.15
BW	.25	.45

Average layout cost for a **LEGAL** flyer or brochure is \$45
QUANTITY DISCOUNTS FOR COLOR BEGIN after 30
Turn-around = 4 business days



TABLOID 11 x 17 *minimum order - 10	one side	two sided
color	1.20	2.25
color/BW	.145	1.45
BW	.30	.55

Average layout cost for a **TABLOID 11 x 17** brochure is \$60
QUANTITY DISCOUNTS FOR COLOR BEGIN after 20
Turn-around = 5 business days



...ONLINE CDS
 NOW AVAILABLE!

**CUSTOM DESIGNED
 COMMUNITY CD**
 (please call for quote)

CDI can customize your CD with more than just your personal & company info. Call today for the price quote for a custom designed brochure to create or fit your company's identity. Also include special VIDEO CLIPS, VOICE OVERS, VIRTUAL TOURS, and MUCH MUCH MORE!



By adding customized text, voice-overs, video clips, virtual tours, and customized pictures, the CD can be a cost effective tool to meet your marketing needs!



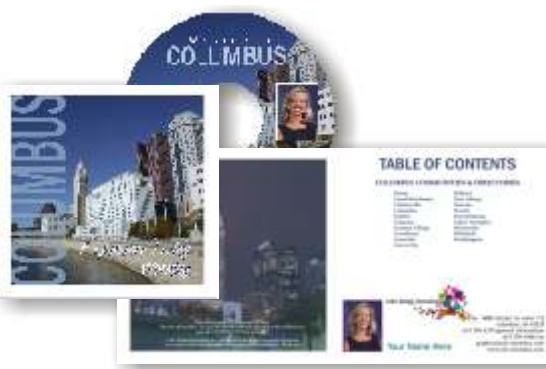
CENTRAL OHIO COMMUNITY CDS



The **Community CD** and the **City Highlights CD** are ideal tools for educating out-of-town clients, buyers or employees interested in moving to Columbus or a surrounding community!



COLUMBUS CITY HIGHLIGHTS
 Tour with interesting statistics & facts about the city of Columbus
 \$3.75 ea. plus setup cost



CENTRAL OHIO COMMUNITY CD
 Brief informative tours & website directories for each Central Ohio Community that include information about history, shopping, events, dining and everything a person or group relocating would want to know!
 \$8.95 ea. plus setup cost

COMMUNITY MAP >

COMBINE BOTH FOR \$12.00*



COMMUNITY DIRECTORIES >

< COMMUNITY INTRODUCTION



COMB BINDING
 COIL BINDING
 STAPLE BINDING
 WIRE BINDING
 3-RING BINDING

ACETATE & PRINTABLE VELLUM COVERS AVAILABLE



Minimum order - 5

Average turn-around is 6-8 business days, depending on project complexity.



	one side	two sided
color	.70	1.30
color/BW		.85
BW (graphics)	.20	.30



Average layout cost for a SQUARE flyer or brochure is \$35
 QUANTITY DISCOUNTS FOR COLOR BEGIN after 50
 Turn-around = 4 business days

CDs are updated periodically throughout the year with new photos, events, and seasonal changes. Your pictures, logos, and information go the cover, label, and CD introduction.



NEW from CDI
BEST VALUE packages!

color design innovations

Quick, Informative, Professional and COST EFFECTIVE!

Need it quicker? Need it more affordable? CDI's got you covered. Best known for beautiful, low-cost custom brochures, CDI us now offering 3 unique BEST VALUE packages! All the best of CDI - *just quicker and even more affordable!*

■ VALUE PACKAGES

JUST THE FACTS

THE BASICS | BROCHURE

- Client provides photos and information
- Info from MLS

Letter 2-sided color/Flat only/6-7 photos
Price: \$50.00/100 copies

Legal 2-sided color/Flat or bi-fold/10-12 photos
Price: \$70.00/35 copies

Tabloid 2-sided color/Bifold or tri-fold/14-16 photos
Price: \$90.00/30 copies

BIG PICTURE

PHOTOS | PHOTO EDITING | BROCHURE

- Photography
- Photo editing
- Info from MLS

Letter 2-sided color/Flat only/6-7 photos
Price: \$110.00/100 copies

Legal 2-sided color/Flat or bi-fold/10-12 photos
Price: \$135.00/35 copies

Tabloid 2-sided color/Bifold or tri-fold/14-16 photos
Price: \$160.00/30 copies

GRAND TOUR

PHOTOS | PHOTO EDITING | MEASUREMENTS | HIGHLIGHTS | BROCHURE

- Photography
- Measurements
- Highlights
- Photo editing
- Info from MLS

Letter 2-sided color/Flat only/6-7 photos
Price: \$135.00/100 copies

Legal 2-sided color/Flat or bi-fold/10-12 photos
Price: \$170.00/35 copies

Tabloid 2-sided color/Bifold or tri-fold/14-16 photos
Price: \$205.00/30 copies

All formats above are offered in landscape or vertical format. All Pricing is subject to change without notice. CDI can prepare any custom template specialized for you and all your listings. Call us for details.

- REALTOR LISTING AND BUYING PACKETS
- MARKETING PACKETS
- FOLDERS
- WEB PAGE DESIGN
- STATIONARY DESIGN
- LOGO DESIGN
- RACK CARDS
- FLYERS/MAILERS
- REUNION PROFILE BOOKS



SEASONAL MARKETING CALENDARS



NOTE PADS

NOTE CARDS



ANNOUNCEMENTS & INVITATIONS



FAMILY ALBUMS on CD
MEMORY BOOKS and CDs
WEDDING BOOKLETS & CDs



CUSTOM HOLIDAY CARDS



■ TAILORED PROJECTS

CDI produces memories never to be forgotten through customized books, invitations, and CDs. Plan now to customize your special project. Call today for more information.

Make **POWERFUL** Marketing

LET **CDI** DESIGN

YOUR **LOGO**,
YOUR **LOOK**,
YOUR **STYLE**.



With the right identity & branding design, a simple glance at a familiar image, logo or design is all it takes for someone to recognize you or your company.

...Call CDI for more information or pricing on your identity package or logo design.



A full-color **COMPANY** or **PERSONAL BROCHURE** is a surefire way to showcase you, your business, or product. Brochures can be used to build an image for your company, promote an event, update product specs, or for a hundred other purposes. Brochures come in three standard sizes, 8.5 x 11, 8.5 x 14, and 11 x 17. However, custom sizes and folds can be created to meet your design needs. Client provides text copy. Photography, including community, candid and portraits, are available, as is guidance with marketing information and layout. Clients may select from a wide variety of paper, folds, etc. The layout cost for each Company Brochure is based on an hourly rate of \$40/hour.

Let us create your company's...



MONTHLY NEWSLETTERS
INFORMATION NEWSLETTERS
YEAR-END NEWSLETTERS
CURRENT LISTINGS NEWSLETTER

Make your **AD** stand out from the competition!

Don't have magazines do it for you! **Let CDI!**
We can customize advertisement layouts for any publication.



Magazine **AD LAYOUTS** start at:

1/4 PAGE: \$25.00
1/2 PAGE: \$30.00
FULL PAGE: \$40.00



POSTCARDS/NOTE CARDS

POST CARDS

4.25 x 5.5	one sided per card	two sided per card
color	.20	.35
color/BW	.25	
BW	.10	.15



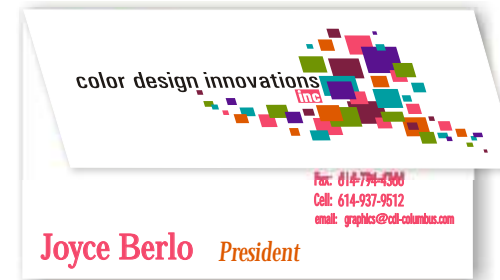
FULL BLEED



STANDARD



5.5 x 8.5	one sided per card	two sided per card
color	.40	.65
color/BW	.45	
BW	.20	.25



FOLD OVER



2-SIDED

4 x 6	one sided per card	two sided per card
color	.30	.50
color/BW	.35	
BW	.15	.20



PRE-PRINTED

merging print mail list .10 per address
print labels .15 per address

Quantity Discounts start at 200

Print your bulk rate permit # directly on PC or we can apply stamps for \$0.05 ea. extra to send

NOTE CARDS - add \$0.05 per card

See **TAILORED PROJECTS** on page 12 for note card samples.

		100 cards		250 cards		500 cards		1000 cards	
		one sided	two sided	one sided	two sided	one sided	two sided	one sided	two sided
STANDARD 2 x 3.5	color	15.00	25.00	30.00	40.00	45.00	65.00	70.00	100.00
	color/BW		20.00		35.00		55.00		90.00
	BW	10.00	15.00	20.00	30.00	37.00	45.00	55.00	75.00
FULL BLEED 2 x 3.5	color	20.00	30.00	40.00	55.00	60.00	90.00	105.00	150.00
	color/BW		25.00		50.00		80.00		130.00
	BW	13.00	20.00	25.00	35.00	42.00	55.00	65.00	90.00
FOLD-OVER 3.5 x 3.5	color		45.00		75.00		140.00		250.00
	color/BW		40.00		65.00		120.00		210.00
	BW		30.00		50.00		80.00		130.00

Custom **BUSINESS CARDS** are a great way to promote your name recognition. Let CDI create the perfect business card for you! Average one-time Layout Fee: \$15 - \$40.

CD Business Cards: Call for quote!

BUSINESS CARDS

Custom **POSTCARDS** are the most cost effective way to market yourself and your business. Postcards for realtors with 'JUST LISTED' and 'JUST SOLD' homes are all custom designed. CDI graphic designers can create unique designs to promote your marketing efforts. Postcards for business products and/or new ventures can be custom designed to give distinctive presentation!

Layout starts at \$10.00 Minimum order - 50. Turn-around time averages 2-4 business days. Add an additional day for merging with a mail list. CDI can provide a mailing list of specific target areas for your mailing, whether on postcards or labels (minimum = 200 addresses). If you have a mailing list, CDI can print your list directly onto your postcards. Call today for more information!