

Cover Layout for Catalogs and Price Sheets

A catalog has increased value if it has instant recognition. This involves more than just identifying the type of product and its manufacturer. Below is a check list of items that can enhance the value of your publications.

1) Catalog or Price Sheet Number

Make the number prominent enough so it can be seen at a glance. It is recommended that it be a minimum of 18 point type.

2) Effective Date

On an application listing, this may simply be the year of the publication (in order for the user to know how up-to-date the listings are). On a price list, the date could be more specific, noting the date the prices contained therein become effective.

3) Supersessions

Indicate the previous publication(s) that the new catalog replaces.

4) Company Name, Logo & Trademark

5) Product Identification

Your customer should be able to tell at a glance what products are listed in your publication.

6) Publication Title

Example: Catalog, Supplement, Price Sheet, etc. If it is a supplement, prominently state this information noting what catalog or form number it supplements.

It is considered poor practice to have more than one supplement. If you need another supplement, combine information from the previous supplement in the new supplement.

1) CATALOG/PRICE SHEET NO.
2) EFFECTIVE DATE
3) SUPERSESSIONS
4) COMPANY
5) PRODUCT IDENTIFICATION
6) PUBLICATION TITLE
ILLUSTRATION OR LISTING OF CONTENTS

Distributor Identification

In addition to the manufacturer's name, address, etc., space should be left and clearly marked for imprinting the distributor's name and address, preferably on the back cover.

Printed in USA

This is important to qualify for distribution outside of the United States and should appear on the bottom of the back cover.

Production Code & Copyright

If a production code, such as date, number, quantity printed and/or the printing house appears, place it on the bottom line of the back cover. The copyright, if used, should appear on the inside front cover.

General Catalog Guidelines

There is a common agreement in the Automotive Industry that most catalogs are **PRIMARILY FUNCTIONAL** publications. By this, we mean that the majority of those printed are used daily for two major functions:

1) As vehicle application guides to find the part number of a given part for a particular vehicle.

2) As a word and picture display of a manufacturer's product line, used to find the identifying part number and description of a product or service part.

Since some manufacturers serve only one of these two functions, while others serve both, no one single industry format or layout can be adopted. However, some general guidelines can be adopted which would make each type catalog serve its function better.

Vehicle Application Catalogs

This type of catalog is used primarily by vehicle parts manufacturers, and is used to find the right part by make, model and year. These catalogs would be easier to use if marketers presented their information in an industry standard format. The currently accepted sequence for catalog information is as follows.

Vehicle Applications

Passenger car listings should be alphabetical by Marketing names, i.e. American Motors, Buick, Chevrolet, Dodge, Eagle, Ford, Geo, Mercury, Plymouth, Volkswagen, etc. When import coverage is included in the same catalog as domestic coverage, it should be combined with the domestic listings and not be in a separate section (i.e. Mazda should precede Mercury). Captive imports, which is an imported vehicle manufactured and/or distributed by U.S. manufacturers, and joint venture vehicles, which are produced by a company composed of American and offshore parent companies, create a separate breed of vehicles which cannot be categorically defined as domestic or import. Recommended procedure is to use the name under which the automobile is sold. If it is necessary to distinguish between import and domestic listings, consider any vehicle marketed by a particular company as being from that company's home country. Toyota is an import even though it may be built in the United States; Ford is domestic even though it may be built in other countries. Obviously, due to the globalization of the automotive industry, it is best to stay away from all references to import or domestic.

Medium and heavy duty truck listings should follow the sequence shown below:

- 1) Truck manufacturer by model
- 2) Truck manufacturer by capacity
- 3) Truck engine manufacturer by model
- 4) Trailer manufacturer
- 5) Functional use
- 6) Model year

Model Names

Model names and numbers should be placed under the marketing companies listing, i.e. Ambassador under American Motors, Electra under Buick, Vega under Chevrolet, Prizm under Geo, 4-4-2 under Oldsmobile, and V-200 under Plymouth.

Model Application

Start model application listings with the latest year first, followed by succeeding years in descending order to the oldest year listed. For example, in one line, show 1985-1970. This will tell the counterman at a glance whether or not he is using the latest issue. However, some automotive associations require lower to higher dates; i.e.: 1970-1985. Both of them are acceptable. Individual lines of copy can be listed by newer year to oldest year or vice versa as long as all applications are consistent. i.e.: 1994-90 Grand Prix or 1990-94 Grand Prix. In addition, ensure newer lines of applications are listed before older lines of applications.

Subclassification

The remaining subclassification columns needed by each manufacturer for each product line will vary. Therefore, no further standardization, other than type size and column headings, is recommended. Standard column headings for part number, code number, descriptions and classification for price sheets are shown on pages 4 thru 7 of this guidebook, and type size recommendations appear on page 11 and on page 12 is an example of typical page layouts.

When more than a vehicle application section is included in this type of catalog, the following sequence should be followed:

- 1) Table of Contents and/or Index
- 2) How To Use the Catalog
- 3) Vehicle Application Guide
- 4) Interchanges & Cross Reference
- 5) Numerical or Size Listing
- 6) Necessary Installation Instructions

Note: It is recommended that catalogs and brochures for promotional and merchandising materials be published separately. They should generally follow the guidelines concerning Product Identification Catalogs as shown on page 3 of this guidebook.

Product Identification Catalogs

Including Accessories & Equipment

This type catalog is used primarily by the manufacturer of accessories, tools, supplies and equipment used by the industry, and is no less important than Vehicle Application type catalogs. It can be general in content, and may have no need for vehicle application listings. This type catalog is primarily used to display and identify a product or service part, and usually is very well illustrated.

Since this type catalog is considered a *sales tool*, as well as a *functional catalog*, style, art, and appearance play a major role in its design. Too often its function is compromised in favor of appearance. The following guidelines are recommended to improve its functional use:

Arrangement

A) When a product numbering system lends itself, the catalog should be arranged in numerical order.

B) When a product line contains many different products, like-type products should be grouped together.

Illustrations

Whenever possible, items should be illustrated, using clear illustrations. Illustrations of similar products should be the same scale. If you decide to show all illustrations on a right-hand page and all descriptive copy on the opposing left-hand page, then continue this practice throughout the catalog if possible. If you decide to show illustrations and copy on the same page, then divide each page either vertically or horizontally, and show all illustrations in one divisions and all copy in the other. For pages which are divided horizontally, the illustrations should be at the top, with the copy at the bottom. Regardless of which style you choose, remember to leave a 1 1/4" gutter margin, (see page 9) so all copy is readable when the catalog is put into a catalog rack.

Part Numbers

Whenever possible, the part number of a product should be shown adjacent to each illustration. When an illustration of a product is representative of an entire group of similar products, but differs only in size or capacity, the part number of the actual product pictured should be shown. If you want to show part numbers under the illustrations, continue using this placement throughout the catalog.

Small Product Lines

To reduce the number of pages in a publication, small product lines can have their illustrations, descriptions and prices on one sheet.

Color Coding

Consider color coding sections of the catalog. It can be applied to sections, product groups, or to indicate matching parts. A less expensive, though equally effective method, would be to use various screen values rather than different ink colors. To maintain a sufficient contrast, screen values should differ by at least 20% - 30%.

New Items

When releasing a new issue or edition of a product catalog, all new items added to the line since the previous edition should be identified with the word NEW or an appropriate symbol adjacent to the illustration.

Type Size & Style

Be consistent in specifying your type size and style. Wide variations of styles and sizes on each page may produce an artistic effect, but are hard to read.

Service Parts

When popular service parts or replacement parts for a product are included in a catalog, they should be shown along with the product on the same or immediate following page(s). When a product line requires extensive numbers of service parts, then a separate parts list should be published. This listing should follow the general guidelines recommended for vehicle application type catalogs.

Standard Headings for Price Sheets

For Easy use by Buyer, Parts Specifier or Vendor

General Pricing Practices

Product lines present different problems due to the marketing needs of various products. No attempt will be made to standardize column headings: however, there are some general rules which will minimize confusion and errors.

Three forms of standard column headings are shown:

- 1) Long form when a wide column is necessary.
- 2) Medium length form.
- 3) Abbreviated short form.

The later two may be used in order to conserve space when only a narrow column is available.

PART NUMBER	PART NUMBER	PART NO.
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SUPERSEDED PART NUMBER	SUP. PART NUMBER	SUP. PART NO.
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Use the column headings below to designate any internal product code.

CODE NUMBER	CODE NUMBER	CODE NO.
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Use this column heading to show the common name of a product. Sizes and dimensions can be included in this column. An abbreviation for this column heading is seldom needed.

DESCRIPTION

When descriptions are omitted from the price sheets, a column heading showing the catalog page number on which the product, part or service can be found should be included. Reference should be made on the price sheet to the title and date of the catalog where descriptive information can be found.

CATALOG PAGE NUMBER	CATALOG PAGE NUMBER	CAT. PAGE NO.
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When parts or products are packaged more than one (1) to a shipping carton, and the buyer is expected to buy in multiples of that quantity, the column containing the quantity should be headed as shown. This column may also incorporate the applicable unit of measure, such as 1 roll, 10 each, 100 feet, 12 dozen, etc. (See page 5 of this guidebook for standard abbreviations.)

STANDARD PACKAGE QUANTITY	STANDARD PACKAGE QUANTITY	STD. PKG. QTY.
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When freight policies are based on shipping weight, a column designated Standard Package Weight should be shown. Weights shown in this column should be expressed in decimal form, and the standard unit of measure shall be the pound, until such time as the metric system becomes standard in the U.S. Weights should be shown to the nearest .5 lb. When the standard column heading is used, the weight shown should reflect the weight of the total number of products or parts as shown in the Standard Package Quantity Column.

STANDARD PACKAGE WEIGHT	STANDARD PACKAGE WEIGHT	STD. PKG. WGT.
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When a price per standard package is shown on a price sheet, the column should be headed as shown. The terminology is preferable to "Case-Lot-Price," since it can be related to Standard Package Quantity and Standard Package Weight.

STANDARD PACKAGE PRICE	STANDARD PACKAGE PRICE	STD. PKG. PRICE
------------------------	------------------------	-----------------

Standard Headings for Price Sheets (Cont'd)

For Easy use by Buyer, Parts Specifier or Vendor

When parts or products are sub-packed within a Standard package, and when a column is needed to indicate this quantity, use this column heading on all applicable publications. Unit packaging covers many different packaging methods. This column can be used to indicate the packaging method as well as the quantity, such as 1 set, 2 per card, 5 per box, 20 per bag, or 50 feet. Column width can be reduced by using abbreviations such as 1 ea., 1 st., 1 pr., 2/cd., 5/bx., 10/bg., 50 ft. (See standard abbreviations on this page.)

UNIT PACKAGE QUANTITY	UNIT PACKAGE QUANTITY	UNIT PKG. QTY.
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Marketers who supply and price their products in "Broken Standard Packages" or "Broken Case Lots" as well as in Standard Package Quantities should show both prices on applicable price sheets. The suggested column heading shown is preferable to "Broken Case Lot" since it can be related directly to the Unit Package Quantity column.

UNIT PACKAGE PRICE	UNIT PACKAGE PRICE	UNIT PKG. PRICE
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Other Numbers

When industry standard numbers such as OE, TR, SAE or DCI are applicable, the full name or standard abbreviation for the Industry Group should be used to identify the column. Only four samples are shown, but more may be applicable.

OE NO.	ORIGINAL EQUIPMENT NUMBER
TR NO.	TIRE & RIM ASSOCIATION NUMBER
SAE NO.	SOCIETY OF AUTOMOTIVE ENGINEERS NUMBER
DCI NO.	DISTRIBUTION CODES, INC

Units of Measure

A) When no unit of measure is shown, it should be assumed that the price shown is each.

B) When the unit of measure is consistent within any given column, then the unit of measure should be included in the column heading, and need not be repeated after each line-item price. Whenever possible, the standard practice of pricing by each should be adopted.

C) When the unit of measure varies within any given column, the unit of measure should be included with the price, as a line-item, with each price in the column. The following standard abbreviations for units of measure are recommended:

Standard Abbreviations of General & U.S. Standards of Measure

/ = per	/in. = per inch
ea. = each	/kit. = per kit
/bl. = per bale	/lb. = per pound
/bbl. = per barrel	/l. = per length
/bg. = per bag	/oz. = per ounce
/bx. = per box	/pkg. = per package
/ca. = per can	/pr. = per pair
/cd. = per card	/pt. = per pint
/co. = per coil	/qt. = per quart
/ctn. = per carton	/ro. = per roll
/cwt. = per 100 lb.	/rl. = per reel
/dz. = per dozen	/sp. = per std. pkg.
/ft. = per foot	/st. = per set
/gal. = per gallon	/up. = per unit pack
/gr. = per gross	/yd. = per yard

Metric Standards of Measure

cm = centimeter	g = gram
m = meter (100 cm)	kg = kilogram (1000g)
/C = per 100	cc = cubic centimeter
/M = per 1000	l = liter

Use a / sign and the actual digits for all other quantities between 2 and 99 which are not already covered above.

D) To avoid carrying prices to three decimal places, consideration should be given to pricing items by the Hundreds (/C) or by the Thousands (/M), i.e. show \$2.10 rather than .021.

Price Sheet Guidelines

Suggested Price Levels

Price sheets should have the part number on the left, the prices next, and any descriptive material to the right of all other material.

Price sheets showing more than one price column at different cost or resale levels should show the highest price column at the left, the lowest price column at the right. This can reduce pricing and billing errors in the field.

With multiple suggested price listings on one sheet, the lowest price shown should determine the paper color.

Color and Price List Descriptions

While each manufacturer will not publish all the various price schedules noted, those that are used should be printed on paper of these colors:

Paper Color	Price Description
White	Suggested List
Gray*	Suggested User
Yellow	Suggested General Trade and/or Non-Stocking Dealer
Green	Suggested Stocking Dealer
Salmon	Master Installer
Goldenrod	Suggested Fleet Price
Pink	Non-Stocking Jobber
Blue	Suggested Wholesale Jobber Net
Tan	Warehouse Distributor

* If gray paper is not readily available, it is acceptable to overprint 20% screened black.

The pastel colors of most popular offset paper brands are suitable for printing price sheets. If color is not available, print a color strip along the outside edge.

Horizontal Guides

A horizontal line, space or screen should be shown every 5 to 10 listings, on all price sheets to help guide the eyes across the page. See page 12.

Identify Price Changes

To assist wholesalers and WD's in identifying price changes, manufacturers should mark these changes through the use of an arrow up ↑ or down ↓, or other appropriate symbol. These arrows (or symbols) are to be used only in printing of price schedules where only a portion of a manufacturer's line has price changes. When changes affect all items in a manufacturer's line, use of these symbols is not necessary, although a statement such as "All prices have changed" should be added.

Sales Terms

Suggested price sheets meant for the direct customer of the manufacturer may carry the terms of sale in regard to terms of payment, freight allowance, what taxes (if any) are included, obsolescence policy, etc., at the beginning of the price sheet.

Supersessions

Manufacturers should endeavor to supersede numbers as little as possible. Where it is necessary, the superseded number should appear in regular numerical order (in catalogs, price sheets, etc.) for a period of at least two years.

Classification Guidelines

Movement or Popularity

At least once a year, manufacturers should furnish a product or part number popularity classification. This classification can be published separately as part of a buyer's guide or it may be incorporated into applicable price sheets. It should be based on the manufacturers' actual experience in the aftermarket. OE sales should not be included. Demand for each product or part should be in terms of UNITS SOLD and not in terms of DOLLAR VOLUME. Use of the following standard classification symbols is recommended:

Top % A = Fast Moving
Next % B = Good Moving
Next % C = Fair Moving
Next % D = Slow Moving
Next % W = Warehouse Only

Each manufacturer should indicate the guidelines used to establish this classification of A-B-C-D- and W items. For example, A = Top 50%, B = Next 25%, C = Next 15%, D = Next 5%, and W = Next 5%.

Suggestion

When determining new popularity classifications, consider anticipated usage for the coming year as well as past history, i.e. A[↑] C[↓].

The guidelines used by various manufacturers may differ, so by indicating the method used to arrive at the classification, the buyer is given positive information when ordering each product line.

Application or Status

In addition to the five symbols used for popularity classification, the following additional symbols are recommended when applicable:

M = Marine O = Obsolete or discontinued
N = New OH = Off highway
I = Import F = Farm equipment
S = Special item R = Reinstated item
LT = Light Truck (up to 19,600 GVW)
HT = Heavy Duty Truck/Road Tractor

It is recommended that all applicable symbols be shown on all price sheets, supersession sheets, cost sheets, or bin labels whenever possible. It is also recommended that when the letter N is used, that a projected classification also be included such as NA, NB, etc. It is also helpful to combine the import prefix (I) with the popularity code; IA, IB, IC to differentiate between the popularity of import items and domestic items. Expansion of the obsolete classification to include at least three subgroups can be extremely helpful to the buyer. Use of these subclassifications is optional.

O1 = No longer available.

O2 = Superseded, use new number when stock is exhausted.

O3 = Superseded, use new number immediately.

The O3 symbol should be used only when the original part number is recalled by the manufacturer.

General Information

Footnotes

An 8 point minimum type should be used for footnotes. Numbers, letters or symbols used to indicate footnotes should be circled or in brackets, for clarity, and the footnotes should appear on the pages to which they apply.

Page Numbers

Each page should be numbered and should be located on the lower outside edge of each page - i.e., to the left on even numbered pages and to the right on odd numbered pages.

Address

If needed, place your name, address, and phone/fax numbers on the back of the catalog. Place only addresses and phone numbers of marketing locations where inquiries can be most frequently answered.

Plant and Branch Locations

If these are to be used by your customers, they should be placed in the same location as the main company location where you expect to receive correspondence; that is, on price sheets normally on the front page and on catalogs normally on the back page.

Index

An index of part numbers, descriptions, etc. can be useful if placed in the front of your catalog similar to the index of this guidebook.

Abbreviations

When abbreviations are used in the catalog, a key to the meaning of the abbreviations should be included in a form of a legend at the front of the respective section and/or on each page.

Other Symbols & Codes

Symbols and codes used should be shown and explained under the legend in front of the respective section and/or on each page.

(3/8" MINIMUM)

Recommended Page Sizes and Copy Margins

This page specimen is laid out with maximum dimensions for the largest accepted size page (8 1/2" x 11") which will fit in standard automotive binders and counter racks. This size is also practical for Autofiche layout.

Other slightly smaller page sizes, shorter or narrower (as noted below under "page trim sizes") may be used for added economy in paper and production costs on many commercial presses. Your printer can advise you of these details, relating your job to his printing and binding equipment.

Page Trim Size

8 1/2" x 11" maximum.
8 1/2" x 10 7/8" economy page size for regular printing on commercial sheetfed presses and web presses using continuous roll stock. 8 3/8" x 10 7/8" economy page size for special printing where colors, screened or reverse panels bleed off the pages and require additional trimming.

10"

Live Copy Area

Top to bottom - 10"
Width - 7" (less if possible)

NOTE - This refers to full 8 1/2" x 11" size page. If pages are smaller as noted in page trim sizes, adjust dimensions accordingly. If two column copy is used, leave space between columns for easier reading.

Margin

Top 3/8" minimum. (Available for Trade Name, Company Name, Product Name or Filing Index.)
Outside margin, 1/4" minimum.
Inside (gutter) margin, 1 1/4" minimum after binding.
Bottom of the page - whatever is necessary for Page or Folio Number, Form Number, "Printed in U.S.A.", etc.

1 1/4"
MINIMUM

1/4"
MINIMUM

Dimensions shown here are for 8 1/2" x 11" page size

7"
(MAXIMUM)

Recommended Punching and Binding

Punching

The following recommended standards for 5-HOLE COMBINATION PUNCHING will allow loose-leaf sheets or catalogs to fit both the standard 3-ring or 3-post binders as well as the automotive 4-post binders.

COMBINATION PUNCHING consists of five round holes (two 1/2" diameter and three 3/8" diameter, or five 1/2" diameter holes) accurately spaced as shown here. Catalog rack manufacturers suggest 1/2" diameter on all 5 holes. If possible, this should be done. If strength is important, the combination punch provides for a stronger catalog.

Since all five holes are usually drilled after the publication is folded and trimmed, and since the trim size may vary between 10 7/8" and 11", the position of each hole should be established by measuring from the trimmed top edge of the publication downward to the horizontal centerline of the first hole, and then from horizontal

8 1/2" centerline to horizontal centerline of the remaining four holes. The dimension between the horizontal centerline of the last hole and the bottom of the page will vary, depending on the exact trimmed size.

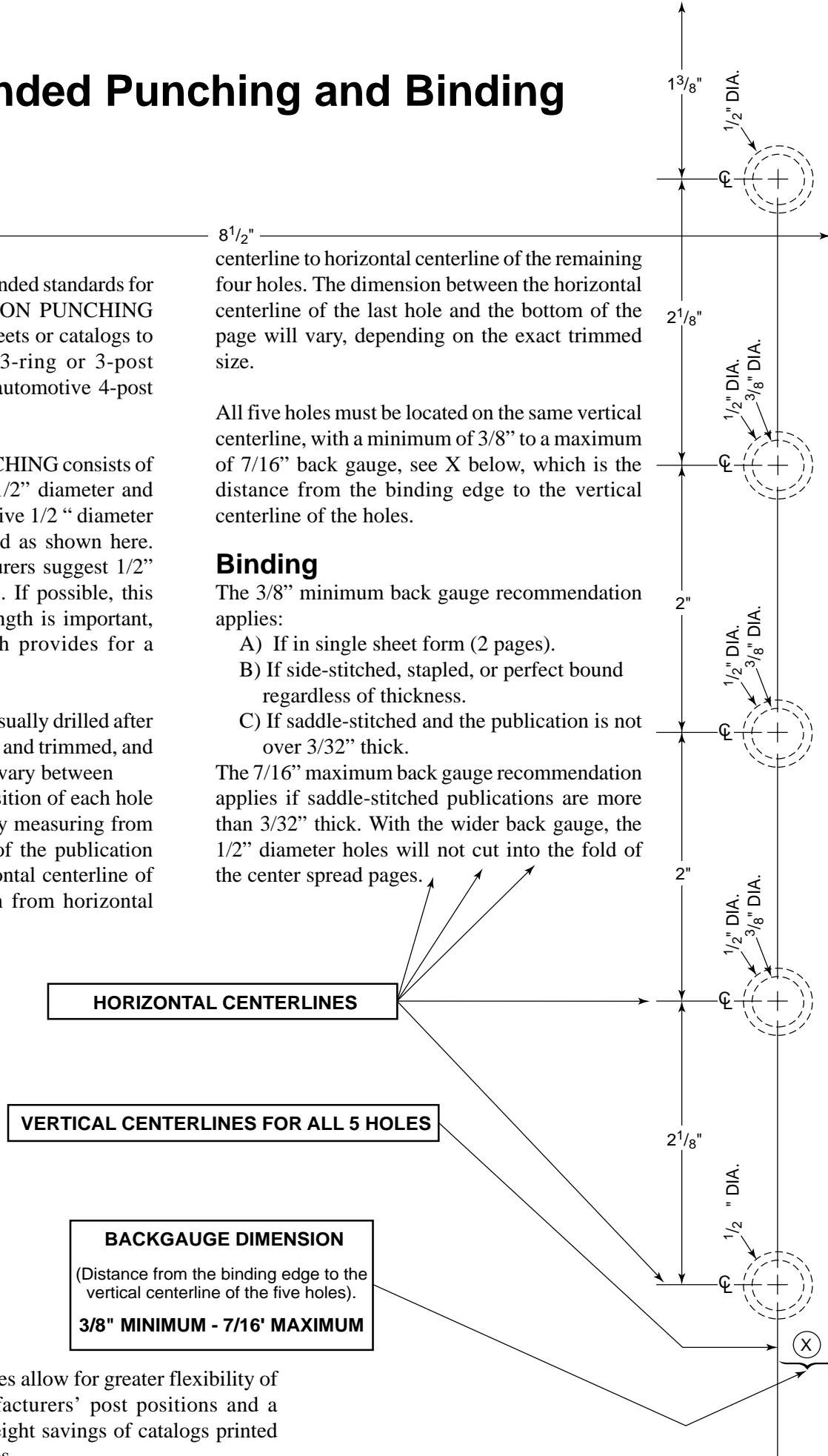
All five holes must be located on the same vertical centerline, with a minimum of 3/8" to a maximum of 7/16" back gauge, see X below, which is the distance from the binding edge to the vertical centerline of the holes.

Binding

The 3/8" minimum back gauge recommendation applies:

- A) If in single sheet form (2 pages).
- B) If side-stitched, stapled, or perfect bound regardless of thickness.
- C) If saddle-stitched and the publication is not over 3/32" thick.

The 7/16" maximum back gauge recommendation applies if saddle-stitched publications are more than 3/32" thick. With the wider back gauge, the 1/2" diameter holes will not cut into the fold of the center spread pages.



HORIZONTAL CENTERLINES

VERTICAL CENTERLINES FOR ALL 5 HOLES

BACKGAUGE DIMENSION
 (Distance from the binding edge to the vertical centerline of the five holes).
3/8" MINIMUM - 7/16" MAXIMUM

Five 1/2" diameter holes allow for greater flexibility of various binder manufacturers' post positions and a substantial mailing weight savings of catalogs printed in substantial quantities.

Typography Guidelines

Type Size and Style

The readability of the printed catalog and price schedules is the first consideration to be made when choosing a type face and size. The information sought by the counterperson or salesman must be quickly found and easily read.

For all catalog and price sheet data, it is recommended that the sans serif class of the Roman letter-form be used. One of the most popular examples of this letter-form is NEWS GOTHIC, FUTURA, UNIVERS, HELVETICA and SPARTAN faces are also clear and legible. Variations of the face of the type (bold, light, medium, italics) can be used to emphasize various points; however, avoid large blocks of italics and/or caps. To fit controlled areas, condensed regular and extended faces are available. See examples below.

<p>This is 8 point type, minimum size recommended for catalog body copy</p> <p>This is 10 point type</p> <p>This is 10 point type, extended</p> <p>This is 10 point type, bold</p> <p><i>This is 10 point type, italic</i></p> <p>This is 10 point type, condensed</p> <p>This is 12 point type</p> <p>This is 14 point type</p> <p>This is 18 point type</p>

This book is set in 11 point Times New Roman with 22 point headings, upper and lower case. Examples on page 12 are set as outlined on this page under Vehicle Application Catalog and Price Sheet.

Choose type size carefully. Unnecessarily large type increases the total number of pages required and, therefore, the weight of the publication. However, no smaller than 8 point type is advisable. The following type sizes have been found, by experience, to be the most desirable.

Catalogs and Price Sheets

- 1) For identification headings, use 18 point type. See A, Figure 1, page 12.
- 2) For subheadings and cross-headings, use 12 to 14 point bold type. See C, page 12, Figures 1 and 2.
- 3) For column headings, use 9 or 10 point type. See B, page 12, Figures 1 and 2.
- 4) For specifications, tabular matter, price listings, use 9 or 10 point type. See D, Page 12, Figures 1 and 2. NOTE: Principal data is indicated by change in type face.
- 5) For indexes, descriptive copy and sales data, use 9 to 12 point type.
- 6) Footnotes - An 8 point minimum type should be used for footnotes. Numbers, letters or symbols used to indicate footnotes may be circled for clarity, and the footnotes should appear on the pages to which they apply.
- 7) Page numbers, use a minimum of 8 point type.

Vehicle Application Catalog Example

The chart below (Figure 1) may serve as a guide for a typical Vehicle Application Catalog page.

A →	COMPANY NAME - PRODUCT APPLICATION						
B →	Make,Model,Year	Brake Location	No. Sets Req.	Lined Brake Shoe Part No.	Also Available With	Set Part No.	Lining (Dia. & Width)
C →	CHEVROLET						
D →	1980	V-8 Passenger Car	F	1	90221	DMP	82131 10 X 2 1/4
	1979-76	V-8 Passenger Car & Station Wagon	R	1	90222	DMP	82132 10 X 1 3/4
	1975	V-8 Station Wagon	F	1	90364	DMP	82463 10 X 2 1/2
			R	1	90365	DMP	82462 10 X 2
	1974	6 Cyl. Passenger Car	F	1	90782	DMP	82521 9 X 2 1/4
			R	1	90783	DMP	82522 9 X 2 1/2
	Bold			Bold		Bold	

Price Sheet Example

This chart (Figure 2) shows a typical layout for a Price Sheet.

A →	COMPANY NAME - PRODUCT APPLICATION					
C →	SUGGESTED JOBBER PRICE SHEET					
B →	Part No.	Suggested List Price	Net Price	Part No.	Suggested List Price	Net Price
D →	1000	\$1.61	\$.87	1020	\$1.24	\$.67
	1002	1.35	.73	1021	1.24	.79
	1004	1.35	.73	1022	1.30	.70
	1005	1.86	1.00	1023	.69	.37
	1006	1.86	1.00	1024	.69	.37
	1007	.98	.53	1030	.69	.37
	1008	.96	.37	1040	2.09	1.13
	1010	2.25	1.22			

Paper Selection

Inasmuch as most all catalog literature employed in the automotive aftermarket serves the function of identifying and pricing the proper type, model and capacity of a part or product for specific situation, this literature serves principally a functional rather than a promotional purpose. Consequently, the paper stock should be selected primarily for performance rather than appearance or special effects. Functional qualities upon which sound selection of paper stock should be made are:

- 1) Durability
- 2) Weight (or bulk)
- 3) Printability
- 4) Opacity
- 5) Strength
- 6) Color

Durability

For normal use, standard book papers or sulfite bond type papers serve adequately. Where extra heavy use is involved, rag content (not over 25%) bond will give longer service and will justify the higher price. Consideration should be given to the use of recycled paper whenever possible.

Weight or Bulk

With ever-increasing mailing costs and the greater percentage of total printing costs taken into consideration, it is most important that the lightest acceptable paper be chosen. In determining an acceptable paper weight, normally the primary consideration is opacity. Papers in the 28 to 35 lb. range are becoming more popular. For self-cover catalogs, a 40 lb. - 60 lb. paper is recommended.

Heavier stock for covers is generally undesirable except where the catalogs have extensive use as individual forms. Where catalogs do have this extensive individual use (not in combined binders or counter books) the added weight and bulk of heavy cover stock has no disadvantage, but on the other hand, helps protect and retains a neater appearance for the individually used form. Usually 70 to 100 lb. stock is adequate depending on the number of pages and bulk of the catalog involved.

Printability

Where catalogs and price sheets are strictly type matter or have simple line cuts, there is no need to invest in the added cost of coated (enamel) stock. Where halftones become a part of the form, coated stock is recommended because of its better printability and rendition of halftone illustrations, particularly the finer type with screens as high as 150 line count. Therefore, for type matter only, sulfite bond of No. 4 grade (un-watermarked) or uncoated offset book paper is generally recommended, and the coated offset stock preferred only where halftones are involved.

Opacity

Many papers in the 28 to 35 lb. range are sufficiently opaque to accommodate most printed matter without show-through. The heavier and larger the type faces used, the greater the need for opacity in the paper selected. Likewise, solid color panels or heavy line cuts make the problem of opacity more troublesome. When these situations occur, it then becomes advisable to use a heavier stock for more opacity in order to maintain proper legibility on forms printed on both sides.

While opacity may be determined visually, it is recommended that you include a range in your printing specifications. At least a 90% opacity rating is recommended, although it may be stated as an acceptable range such as 88-91. However, the higher the opacity for a given paper, the more it costs.

Paper Selection (Cont'd)

Strength

The strength of paper is more dependent on the nature of its fiber than its thickness. When ordering paper, be sure it has sufficient tear strength and burst strength to withstand counter catalog usage.

Color

White paper stock is recommended for best results in catalog printing. For standard colors on all price sheets, please refer to page 6.

If a particular level of whiteness is desired, it is advisable to state this as a "Brightness Rating" in

your printing specifications. As with opacity, a very white sheet is usually rated about 90 brightness. Again, the higher the rating, the more it costs.

Availability

Since the exact same paper is not always available from year to year, it is advisable for the buyer to submit specifications and request samples for each new job. Availability of paper needs great consideration; for cost savings of paper and in mailings, the buyer is urged to obtain the lightest, most opaque stock available.

Special Catalogs for Special Markets

Manufacturers may supply separate catalogs and price sheets either in condensed form as Quick Reference Guides or for special markets such as Imported Cars, Heavy Duty Trucks, Recreational

Vehicles, Motorcycles, Snowmobiles, Small Engines, Industrial and Marine applications, Fleets and Farm Vehicles.

Interchange Information

Cross Reference Lists

Interchange lists of O.E.M. part numbers and competitive part numbers to your part number should clearly state whose numbers are being interchanged. Some manufacturers prefer to make separate lists for each O.E.M. and/or competitive part numbers.

Others list all numbers in one listing. Either method is acceptable. Listings by O.E.M. or competitive part numbers should be in numerical and/or alphabetical order.

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