

You're a Designer ...

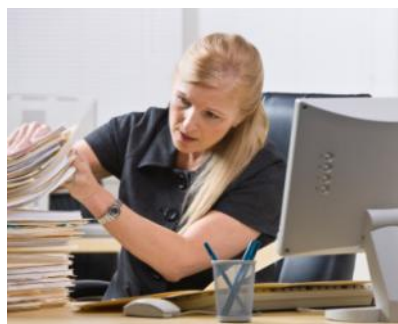
Wouldn't You Like More Time to Design?



Have More Time to Do What You Do Best by
Choosing **ICG Crafts** to Take Care of the



On-Demand Printing



Fulfillment



Shipping



Independent
Creative Group

Visit us today at
www.icgcrafts.com!

How Can ICG Help Me?

ICG helps you, the Craft Leaflet Designer, make your designs more widely available and easily accessible to independent craft shops across the country and around the world!

By putting your leaflet designs on the ICGCrafts.com website you not only get more product exposure but also more time to design because ICG will take care of all the administrative responsibilities that come with selling your product.

ICG specializes in the on-demand printing and distribution of craft design leaflets to independent craft stores. By working with ICG you can eliminate all your responsibilities for the printing, fulfillment, and administrative activities required to get your designs on the shelves of the craft shops. Plus, since leaflets are only printed in the quantities requested, inventory responsibilities become a thing of the past!



Why Should I Do Business with ICG?

Because ICG will. . .

Increase Your Profit

- Your designs will be available to independent craft shops across the country and around the world – to many shops you may not have been able to reach on your own!
- Your designs will continue to sell for you virtually maintenance free! Your designs will remain available for sale for as long as you choose and never need go out of print again!
- Your leaflets will only be printed once they are purchased – eliminating the financial and time costs associated with storing inventory and shipping it multiple times.



Save You Time and Reduce Your Stress

The production, fulfillment and administrative aspects of designing take time and resources. How many copies do I have in stock? What orders need shipped today? Did anyone return the call to the printer? ICG will take care of all these responsibilities for you so that you can concentrate on what you do best – creating beautiful content that your customers love – and thus increasing your future sales potential also!



Enable You to Present Your Designs to Craft Shops Worldwide *Instantly*

When you upload your design to ICGCrafts.com it's *instantly* available for purchase by independent craft shops around the world! When your design is purchased, ICG will utilize our print-on-demand capabilities to print the exact quantity desired and ship it within 1 business day – your newest design could be on shop store shelves within just days of its completion! Just compare that to the traditional go-to-market process!



Put You in Control of When and How Your Designs are Brought to Market

When you post a design you control everything the shop owners see – the description, the images, and the wholesale price – enabling you to continue your branding efforts via ICG. One of the biggest advantages is that a design never has to go out of print. Traditionally, it's difficult to continue to print and warehouse older designs but with ICG there are no inventory costs or pre-sale printing costs so your designs can continue to sell for you even after you retire!



What Services Will ICG Provide?

Awareness – any *and every* design you wish to publish on the ICG website will be available for purchase by craft stores for as long as you choose.

ICG only sells to wholesale customers who are required to provide proof that they are an established business prior to registering with ICG. ICG does *not* sell directly to consumers.



Order Acceptance & Processing – independent craft stores around the world have the ability to place an order 24x7 via the ICG website, or can call or mail an ICG customer service agent to place orders during normal business hours.

Printing – your designs will be printed in the exact quantity purchased by the store on our professional quality color printing equipment.

ICG can also print copies of your leaflets for your own use. The leaflets can then be shipped directly to you or even to another distributor.

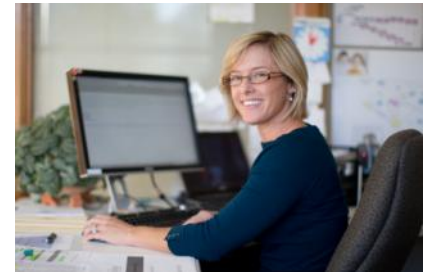


Shipping – product will be shipped within one business day via USPS or UPS – domestically or internationally.

Billing – ICG will take responsibility for all billing and collections activities and will pay you monthly for the leaflets you sold (see below).

What Do I Have To Do?

Just upload your designs, along with the product images, description, and pricing you want the shop owners to see, to the ICGCrafts.com website and we'll take care of the rest. Upon joining ICG, you will be given an account from which you can manage all your designs – adding new designs, updating designs, pricing, product descriptions, etc. or removing designs you no longer wish to sell.



How Do I Get Paid?

At the beginning of each month, you will receive a payment from ICG based on your previous month's sales along with a detailed monthly report showing which designs sold and in what quantities, the associated printing costs, and your final profit.

You will receive 80% of the wholesale price (the price you assign to your design) of all the leaflets you sold minus the printing cost of each leaflet (see chart below). For example, if you assign a wholesale price of \$5.00 to a design and it is a 4 page color leaflet with a printing cost of \$0.78, then you will be paid \$3.22 for each copy sold during the month: $(\$5.00 * .80) - \$0.78 = \$3.22$.

If at the beginning of the month you are due less than \$25, the amount will be left in your account to accrue until the month it reaches a minimum of \$25 when it will be paid to you. At the end of the year, you will receive payment for whatever you are owed at that time to close out the books for the calendar year – even if it is less than \$25.

Designers have the choice of being paid by check or having the money deposited into their PayPal account. Any fees charged by PayPal will be deducted from the payment total.

What Are My Costs?

Printing cost depends on the format of your leaflet and the number of pages. Options available are:

Leaflet Style	Printing Cost
1 Page Color	\$0.20
2 Page Color (Front and Back)	\$0.32
4 Page Color (8.5 x 11 inch pages) 11" x 17" printed front to back and folded	\$0.62
4 Page Color (5.5 x 8.5 inch pages) 8 1/2" x 11" printed front to back and folded	\$0.52
Print & Bag Chart Pack Color Front, Secondary Pages Black (Single-Sided Printing)	\$0.55 + \$0.06 per secondary page
Print & Bag Chart Pack Color Front, Secondary Pages Color (Single-Sided Printing)	\$0.55 + \$0.16 per secondary page
Print & Bag Chart Pack Color Front, Secondary Pages Black (Double-Sided Printing)	\$0.55 + \$0.08 per secondary page
Print & Bag Chart Pack Color Front, Secondary Pages Color (Double-Sided Printing)	\$0.55 + \$0.28 per secondary page
Booklet (8 1/2" x 11" pages printed on folded and sta- pled 11" x 17" card stock)	\$0.42 plus \$0.14 per interior page color or \$0.04 B/W

*Prices Subject to Change

Everything is printed on 80 lb gloss cover stock except the secondary pages of a Print & Bag Chart Pack or booklet. A Print & Bag Chart Pack includes a color front page printed on 80 lb gloss cover stock for zip bag leaflets and on 24 lb white paper for binder bag leaflets, with any number of subsequent pages printed on 24 lb white paper. Final product is inserted into a 9" x 12" clear plastic zip bag or a 3 hole punched clear sleeve. Booklets are printed on folded 11x17 pages with the cover on 80 lb gloss and the inside pages on 24 lb text weight paper.

If you'd like, ICG will print your designs on-demand for your use or for delivery to your other sales channels. For this service you will be invoiced just for the printing cost, actual shipping, and a handling fee of \$10.00. Please email us at info@icgcrafter.com or call ICG at (800) 800-8517 for more information.



How Do I Sign Up?

It's easy! Just click on the Learn More link in the Designer section of www.ICGCrafts.com and then click the **Sign Me Up!** button to get the process started!



If you have questions, please email us at info@icgcrafter.com or call us at (800) 800-8517 or (937) 294-1983.