

ADI[®]

ATHLETIC DECALS INC.

RETAIL PRICE LIST



Thanks for making Athletic Decals your supplier of helmet decals and decal products.

This is our current price list effective **JANUARY 1, 2015**. Our hours of operation are Monday through Friday, 8am-5pm CST. Please call if you have any questions or suggestions on how we can serve you better. We welcome your input.

ADI was founded 16 years ago with the goal to provide the best decals and service possible. We chose to work, for the most part, through dealers like you and the relationships you have formed with your customers. You are a large part of our success.

ADI is different than many decal suppliers currently in the market. Our goal is not to sell the cheapest product, but to supply you with a decal product that will best meet your customers' needs. We use the highest quality materials available, and tailor each decal with the best vinyl, laminate, and printing method combination that will give your customer the best decal available. Our production processes and controls are held to much tighter tolerances than other decal companies. This ensures that our registration and colors are consistent run to run, season to season. Lastly, to make your job easier, each decal bears your company name and an individual part number. This part number identifies your product in our work order system – simply call with that part number and we can pull up all your reorder information.

Our reputation and customer list speaks for itself. We are currently the official licensee to the NFL for on-field helmet decals, as well as providing the league itself with specialty helmet products. We also provide decals to the CFL, AFL, NHL, and over half of all NCAA BCS (Division 1) schools.

EARLY ORDER PROGRAMS

Early Order Discount – 15% discount on any football decal order placed between January 1st and April 30th. Take delivery any time prior to August 15th to receive your discount.

Pre-Season Discount – 5% discount on any football decal order placed between May 1st and June 30th. Full catalog price goes into effect July 1st.

IMPORTANT ORDERING INFORMATION

JULY, AUGUST, AND SEPTEMBER ARE OUR BUSIEST MONTHS – PLEASE TAKE THIS INTO ACCOUNT WHEN ORDERING. CUSTOM DECALS REQUIRED BY LABOR DAY NEED TO BE ORDERED BY AUGUST 1ST.

WE NEED THE FOLLOWING INFORMATION FOR QUOTES/ORDERS:

- 1) QUANTITY NEEDED
- 2) HELMET COLOR AND FINISH (GLOSSY OR MATTE)
- 3) NEED-IN-HAND DATE

**ATHLETIC DECALS INC.
8800 BISSONNET STREET
SUITE N
HOUSTON, TX 77074**

**877.332.2548 (toll free)
713.774.0663 (local)
713.774.1703 (fax)
orders@athleticdecals.com
cwillis@athleticdecals.com
www.athleticdecals.com**

ONE COLOR **TWO COLOR**

	DECALS ONLY	ADD NOSEBUMPER	ADD AWARDS OR BUMPER STICKER	SUBSTITUTE WINDOW DECALS FOR AWARDS	ADD AWARDS AND BUMPER STICKER	ADD AWARDS AND WINDOW DECALS	DECALS ONLY	ADD NOSEBUMPER	ADD AWARDS OR BUMPER STICKER	SUBSTITUTE WINDOW DECALS FOR AWARDS	ADD AWARDS AND BUMPER STICKER	ADD AWARDS AND WINDOW DECALS	
25-34	\$16.00	\$16.50	\$18.70	\$20.20	\$21.70	\$23.20	25-34	\$18.80	\$19.30	\$21.50	\$23.00	\$24.50	\$26.00
35-49	\$13.50	\$14.00	\$16.20	\$17.70	\$19.20	\$20.70	35-49	\$16.00	\$16.50	\$18.70	\$20.20	\$21.70	\$23.20
50-74	\$11.30	\$11.80	\$14.00	\$15.00	\$16.00	\$17.00	50-74	\$13.70	\$14.20	\$16.40	\$17.40	\$18.40	\$19.40
75-99	\$10.00	\$10.50	\$12.70	\$13.70	\$14.70	\$16.20	75-99	\$11.50	\$12.00	\$14.20	\$15.20	\$16.20	\$17.70
100-124	\$ 9.40	\$ 9.90	\$12.10	\$13.10	\$14.10	\$15.60	100-124	\$10.70	\$11.20	\$13.40	\$14.40	\$15.40	\$16.90
125-149	\$ 7.60	\$ 8.10	\$10.30	\$11.30	\$12.30	\$13.80	125-149	\$08.90	\$09.40	\$11.60	\$12.60	\$13.60	\$15.10
150-174	\$ 6.50	\$ 7.00	\$ 9.20	\$10.20	\$11.20	\$12.70	150-174	\$07.70	\$08.20	\$10.40	\$11.40	\$12.40	\$13.90
175-199	\$ 6.10	\$ 6.60	\$ 8.80	\$ 9.80	\$10.80	\$12.30	175-199	\$07.20	\$07.70	\$09.90	\$10.90	\$11.90	\$13.40
200-249	\$ 5.30	\$ 5.80	\$ 8.00	\$ 9.00	\$10.00	\$11.50	200-249	\$06.30	\$06.80	\$09.00	\$10.00	\$11.00	\$12.50
250-299	\$ 4.90	\$ 5.40	\$ 7.60	\$ 8.60	\$ 9.60	\$11.10	250-299	\$05.80	\$06.30	\$08.50	\$09.50	\$10.50	\$12.00
300+	\$ 4.50	\$ 5.00	\$ 7.20	\$ 8.20	\$ 9.20	\$10.70	300+	\$05.30	\$05.80	\$08.00	\$09.00	\$10.00	\$11.50

ADDITIONAL COLORS **ADD FOR CHROME**

25-34	\$2.80	\$7.00
35-49	\$2.50	\$6.80
50-74	\$2.40	\$6.60
75-99	\$1.50	\$6.40
100-124	\$1.30	\$6.30
125-149	\$1.30	\$6.20
150-174	\$1.20	\$6.10
175-199	\$1.10	\$6.00
200-249	\$1.00	\$5.90
250-299	\$.90	\$5.80
300+	\$.80	\$5.60

**10% QUICKORDER DISCOUNT
USING ART FROM CATALOG
PAGE 3**

UPCHARGES

METALFLAKE OVER COLOR	ADD ADDITIONAL COLOR
FLAT MATTE FINISH	ADD ADDITIONAL COLOR
OVERSIZE PAIR	DOUBLE PRICE
OVERSIZE PAIR - CHROME	CALL
CUSTOM COLOR MATCH	\$70.00/COLOR

STOCK AWARD DECALS

STOCK AWARD DECALS - SKULL & XBONE, STAR, FOOTBALL, PAW
DIECUT AWARD DECALS - STAR, BONE, FOOTBALL
 25 AWARDS PER SHEET, \$5.00/SHEET - AVAILABLE IN STOCK ATHLETIC COLORS

CUSTOM AWARD DECALS - YOUR CHOICE OF DESIGN

MINIMUM ORDER 500 EACH (20 sheets) 25 AWARDS PER SHEET
 1 COLOR CUSTOM AWARD \$0.50/EACH AWARD
 2 COLOR CUSTOM AWARD \$0.70/EACH AWARD

ART INSTRUCTIONS

- The following are **not acceptable** to reproduce art: faxes, cell phone pictures, low res .jpegs
- Original Decals are always preferred
- If a decal is pulled off helmet, please put it on wax paper, foil or colored paper
- Scanned decals need to be 150 dpi minimum-please supply dimensions - .jpeg or .tif format
- Supply electronic vector art as .ai .eps or .pdf. Please convert .cdr files to .ai
- Always convert fonts to curves/paths
- Photoshop files should be to size and at least 150 dpi
- Please send electronic art to orders@athleticdecals.com and cc to cwillis@athleticdecals.com
- ADI reserves the right to refuse orders based on copyright or trademark issues

NOSEBUMPER/NECKPAD DECALS - 1 COLOR ON WHITE BACKGROUND OR WHITE ON BLACK BACKGROUND

	NOSEBUMPERS	VSR4 & REVO NECKPADS	REVO SPEED/SCHUTT XP NECKPADS
50 EACH	\$2.50/ea.	\$3.00/ea.	\$5.00/ea.
100 EACH	\$1.80/ea.	\$2.50/ea.	\$4.50/ea.
150 EACH	\$1.50/ea.	\$2.20/ea.	\$4.20/ea.

GOUGE GARDS - 12 MIL PROTECTIVE HELMET DECAL

12-84	\$3.98/each	85-143	\$3.76/each	144-287	\$3.32/each	\$288+	\$3.00/each
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CATALOG PAGE 2 FOOTBALL ACCESSORIES

1-100 NUMBER SETS

ECONOMY SETS - ON CLEAR ONLY **\$16.00/SET**
 PROSTYLE SETS - ON CLEAR OR WHITE **\$26.00/SET**

FLAGS/RIBBONS - SOLD BY SHEETS OF 10 EACH

Standard Flag \$.60/each \$ 6.00/sheet
 Waving Flag \$.90/each \$ 9.00/sheet
 Pink Memorial Ribbon \$ 1.10/each \$ 11.00/sheet

MEMORIAL DECALS 50 EACH MINIMUM

	Black on White	1 color	2 color
50 each	\$2.50/each	\$3.50/each	\$4.00/each
75 each	\$2.00/each	\$3.00/each	\$3.50/each
100 each	\$1.60/each	\$2.50/each	\$3.00/each
150 each	\$1.20/each	\$1.80/each	\$2.20/each

DIECUT NUMBER SHEETS

1 1/2" Block \$3.50/sheet
 2" NCAA \$4.00/sheet
 2" Block (not shown) \$4.20/sheet
 3" Block \$6.00/sheet

for 2 color numbers, double pricing shown with **20 sheet minimum**

SOLID COLOR STRIPING - PACKS OF 25 STRIPES

2" \$65.00
 1 1/2" \$60.00
 1" \$35.00
 3/4" \$30.00
 1/2" \$27.50

MULTISTRIPES - STOCK PATTERNS

	1 color	2 color
50-99	\$5.50/each	\$6.50/each
100-149	\$4.00/each	\$5.00/each
150-199	\$3.50/each	\$4.20/each
200-249	\$3.20/each	\$3.80/each
250-300	\$3.00/each	\$3.50/each

MULTISTRIPES - CUSTOM PATTERNS

	1 color	2 color
50-99	\$6.50/each	\$7.50/each
100-149	\$5.00/each	\$6.00/each
150-199	\$4.50/each	\$5.20/each
200-249	\$4.20/each	\$4.80/each
250-300	\$4.00/each	\$4.50/each

TAPERS/DIECUT STRIPES-

	1 COLOR	2 COLOR
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PANTHER STRIPE

50-99	\$4.00/each	\$5.50/each
100-149	\$3.50/each	\$4.50/each
150-199	\$3.00/each	\$4.00/each
200-249	\$2.80/each	\$3.50/each
250-300	\$2.70/each	\$3.20/each

REVO STRIPE

50-99	\$4.00/each	\$5.50/each
100-149	\$3.50/each	\$4.50/each
150-199	\$3.00/each	\$4.00/each
200-249	\$2.80/each	\$3.50/each
250-300	\$2.70/each	\$3.20/each

TITAN STRIPE - 1 PIECE

50-99	\$3.60/each	\$5.10/each
100-149	\$2.60/each	\$4.50/each
150-199	\$2.10/each	\$3.10/each
200-249	\$2.00/each	\$3.00/each
250-300	\$1.70/each	\$2.50/each

DESPERADO STRIPE

50-99	\$4.70/each	\$6.20/each
100-149	\$3.60/each	\$5.60/each
150-199	\$3.10/each	\$4.30/each
200-249	\$2.80/each	\$3.40/each
250-300	\$2.10/each	\$2.70/each

BRONCOS MULTISTRIPE

50-99	\$6.00/each	\$7.00/each
100-149	\$4.20/each	\$5.20/each
150-199	\$3.80/each	\$4.50/each
200-249	\$3.40/each	\$4.00/each
250-300	\$3.20/each	\$3.70/each

CATALOG PAGE 4 ISD SERIES

20-49 SET \$9.00/SET
 50-99 SETS \$8.50/SET
 100-199 SETS \$7.50/SET
 200+ SETS \$6.50/SET

CATALOG PAGE 5 LACROSSE SETS

ALL LACROSSE 12 MIL THICK

	1 COLOR	2 COLOR	3 COLOR
ECONOMY			
25-34	\$12.50/pr.	\$15.00/pr.	\$17.50/pr.
35-49	\$ 8.00/pr.	\$10.00/pr.	\$12.00/pr.
50-99	\$ 6.50/pr.	\$ 8.50/pr.	\$10.50/pr.
100-150	\$ 5.50/pr.	\$ 7.00/pr.	\$ 8.50/pr.

BACK PANELS

25-34	\$10.50/ea.	\$13.00/ea.	\$15.50/ea.
35-49	\$ 6.00/ea.	\$ 8.00/ea.	\$10.00/ea.
50-99	\$ 4.50/ea.	\$ 6.50/ea.	\$ 8.50/ea.
100-150	\$ 3.50/ea.	\$ 5.00/ea.	\$ 6.50/ea.

JAYVEE

25-34	\$13.50/set	\$16.00/set	\$18.50/set
35-49	\$ 9.00/set	\$11.00/set	\$13.00/set
50-99	\$ 7.50/set	\$ 9.50/set	\$11.50/set
100-150	\$ 6.50/set	\$ 8.00/set	\$ 9.50/set

VARSITY -F; VARSITY -S

25-34	\$14.00/set	\$16.50/set	\$19.00/set
35-49	\$10.50/set	\$12.50/set	\$14.50/set
50-99	\$ 8.50/set	\$10.50/set	\$12.50/set
100-150	\$ 7.50/set	\$ 9.00/set	\$10.50/set

VARSITY -V

25-34	\$15.00/set	\$17.50/set	\$20.00/set
35-49	\$11.00/set	\$13.00/set	\$15.00/set
50-99	\$ 9.00/set	\$11.00/set	\$13.00/set
100-150	\$ 8.00/set	\$ 9.50/set	\$11.00/set

VARSITY PRO 7; RETAIL SET

25-34	\$16.00/set	\$18.50/set	\$21.00/set
35-49	\$12.00/set	\$14.00/set	\$16.00/set
50-99	\$10.00/set	\$12.00/set	\$14.00/set
100-150	\$ 9.00/set	\$10.50/set	\$12.00/set

LACROSSE 1-50 NUMBER SET

Prostyle 1 color on White or Clear \$16.00/set

CATALOG PAGE 6 BASEBALL

BASEBALL DECALS CUT TO SHAPE - 12 MIL THICK

	1 COLOR	2 COLOR
SINGLE LETTERS - Minimum order - 25 each		
25-34	\$5.50/ea.	\$7.50/ea.
35-49	\$5.20/ea.	\$7.20/ea.
50-99	\$4.20/ea.	\$6.20/ea.
100-150	\$3.00/ea.	\$4.00/ea.

CUSTOM DECALS - Minimum order - 25 each

25-34	\$7.10/ea.	\$9.60/ea.
35-49	\$6.50/ea.	\$8.50/ea.
50-99	\$4.50/ea.	\$6.50/ea.
100-150	\$4.00/ea.	\$4.80/ea.

DIECUT 1 1/2" BASEBALL NUMBERS \$6.00/Sheet

DIECUT 2" LETTERS \$5.50/Each, Minimum Order 10 each

BRIM DECAL \$5.50 Each, Minimum Order 6 each

JAYVEE BASEBALL - Minimum order 25 each

	1 COLOR	2 COLOR
25-34	\$10.00/set	\$12.00/set
35-49	\$ 9.00/set	\$10.00/set
50-99	\$ 8.00/set	\$ 9.00/set
100-149	\$ 7.50/set	\$ 8.50/set
150+	CALL	

Add 1 bumper sticker \$ 2.00/set
 Add 3 window decals \$ 3.00/set

IMPORTANT NOTE FOR 2015- \$1.00/ITEM MATERIAL/ADHESIVE UPCHARGE FOR RUBBERIZED HELMETS

CATALOG PAGE 6 HOCKEY

ALL HOCKEY DECALS NOW 12 MIL THICK

DIECUT 1 1/2" HOCKEY NUMBERS

\$5.50/Sheet

	1 COLOR	2 COLOR	3 COLOR
PANEL SETS			
ECONOMY			
25-34	\$6.00/set	\$8.00/set	\$10.00/set
35-49	\$5.00/set	\$7.00/set	\$ 9.00/set
50-99	\$4.30/set	\$5.80/set	\$ 7.30/set
100-150	\$3.60/set	\$5.10/set	\$ 6.60/set
JAYVEE			
25-34	\$8.00/set	\$10.00/set	\$12.00/set
35-49	\$7.00/set	\$ 9.00/set	\$11.00/set
50-99	\$6.30/set	\$ 7.80/set	\$ 9.30/set
100-150	\$5.60/set	\$ 7.10/set	\$ 8.60/set
VARSITY			
25-34	\$9.00/set	\$11.00/set	\$13.00/set
35-49	\$8.00/set	\$10.00/set	\$12.00/set
50-99	\$7.30/set	\$ 8.80/set	\$10.30/set
100-150	\$6.60/set	\$ 8.10/set	\$ 9.60/set

CUSTOM SETS

	1 COLOR	2 COLOR	3 COLOR
ECONOMY			
25-34	\$10.00/set	\$12.00/set	\$14.00/set
35-49	\$ 9.00/set	\$11.00/set	\$13.00/set
50-99	\$ 8.00/set	\$10.00/set	\$12.00/set
100-150	\$ 6.00/set	\$ 7.50/set	\$ 9.00/set
JAYVEE			
25-34	\$12.00/set	\$14.00/set	\$16.00/set
35-49	\$10.00/set	\$12.00/set	\$14.00/set
50-99	\$ 9.00/set	\$11.00/set	\$13.00/set
100-150	\$ 7.00/set	\$ 8.50/set	\$10.00/set
VARSITY			
25-34	\$13.00/set	\$15.00/set	\$17.00/set
35-49	\$11.00/set	\$13.00/set	\$15.00/set
50-99	\$10.00/set	\$12.00/set	\$14.00/set
100-150	\$ 8.00/set	\$ 9.50/set	\$11.00/set

CATALOG PAGE 7 - BUMPER STICKERS/WINDOW DECALS

	1 COLOR	2 COLOR	3 COLOR
BUMPER STICKERS			
50-99	\$4.00/ea.	\$6.00/ea.	\$8.00/ea.
100-149	\$2.10/ea.	\$3.30/ea.	\$4.50/ea.
150-249	\$1.70/ea.	\$2.60/ea.	\$3.50/ea.
250-499	\$1.40/ea.	\$2.00/ea.	\$2.60/ea.
500-749	\$1.20/ea.	\$1.60/ea.	\$2.00/ea.
750-999	\$1.10/ea.	\$1.50/ea.	\$1.90/ea.
1000	\$1.00/ea.	\$1.40/ea.	\$1.60/ea.
SQUARE WINDOW DECALS			
50-99	\$3.00/ea.	\$5.00/ea.	\$7.00/ea.
100-149	\$1.90/ea.	\$3.00/ea.	\$4.00/ea.
150-249	\$1.40/ea.	\$2.20/ea.	\$3.00/ea.
249-499	\$1.10/ea.	\$1.70/ea.	\$2.30/ea.
500-749	\$1.00/ea.	\$1.30/ea.	\$1.60/ea.
750-999	\$.86/ea.	\$1.16/ea.	\$1.46/ea.
1000	\$.76/ea.	\$.96/ea.	\$1.16/ea.
ROUND WINDOW DECALS-3 1/2"			
50-99	\$3.00/ea.	\$5.00/ea.	\$7.00/ea.
100-149	\$1.90/ea.	\$3.00/ea.	\$4.10/ea.
150-249	\$1.50/ea.	\$2.30/ea.	\$3.10/ea.
249-499	\$1.20/ea.	\$1.80/ea.	\$2.40/ea.
500-749	\$1.10/ea.	\$1.40/ea.	\$1.70/ea.
750-999	\$.96/ea.	\$1.26/ea.	\$1.56/ea.
1000	\$.86/ea.	\$1.06/ea.	\$1.26/ea.
ROUND WINDOW DECALS-4"			
50-99	\$3.20/ea.	\$5.20/ea.	\$7.20/ea.
100-149	\$2.10/ea.	\$3.20/ea.	\$4.30/ea.
150-249	\$1.70/ea.	\$2.50/ea.	\$3.30/ea.
249-499	\$1.40/ea.	\$2.00/ea.	\$2.60/ea.
500-749	\$1.30/ea.	\$1.60/ea.	\$1.90/ea.
750-999	\$1.16/ea.	\$1.46/ea.	\$1.76/ea.
1000	\$1.06/ea.	\$1.26/ea.	\$1.46/ea.
ROUND WINDOW DECALS-5"			
50-99	\$3.40/ea.	\$5.40/ea.	\$7.40/ea.
100-149	\$2.30/ea.	\$3.40/ea.	\$4.50/ea.
150-249	\$1.90/ea.	\$2.70/ea.	\$3.50/ea.
249-499	\$1.60/ea.	\$2.20/ea.	\$2.80/ea.
500-749	\$1.50/ea.	\$1.80/ea.	\$2.10/ea.
750-999	\$1.40/ea.	\$1.70/ea.	\$2.00/ea.
1000	\$1.30/ea.	\$1.50/ea.	\$1.70/ea.

CATALOG PAGE 7 - WINDOW DECALS/ DIGITAL PRINT AND CUT

Printed digitally on white vinyl. Die cut to shape. Minimum order 15 each

15 each	\$13.50/each
25 each	\$9.50/each
50 each	\$6.50/each
100 each	\$3.80/each
200 +	\$2.50/each

Individual Numbers \$4.50/each
Individual Names \$5.50/each

Names and/or numbers need to be provided in an excel spreadsheet

Metflake and metallic colors are not available on digitally printed decals.

CATALOG PAGE 7 - X-D DECALS

Printed digitally on our white helmet decal material- 16 mil thick. Die cut to shape. Because of the print requirements that we have, we are generally not able to print on clear material. Also, there may be some size and color constraints. Send us your flat artwork and we will convert it to X-D and send you an e-proof back. This is the best digitally printed decal available! For ART INSTRUCTIONS Please refer to page 2.

X-D DECALS	DECALS ONLY	ADD NOSEBUMPER	ADD AWARDS OR BUMPER STICKER	SUBSTITUTE WINDOW DECALS FOR AWARDS	ADD AWARDS AND BUMPER STICKER	ADD AWARDS AND WINDOW DECALS
25-34	\$13.00	\$13.50	\$14.00	\$16.50	\$17.00	\$17.50
35-49	\$11.50	\$12.00	\$12.50	\$15.00	\$15.50	\$16.00
50-74	\$ 9.50	\$10.00	\$10.50	\$13.00	\$13.50	\$14.00
75-99	\$ 9.00	\$ 9.50	\$10.50	\$11.00	\$11.50	\$12.50
100-124	\$ 8.00	\$ 8.50	\$ 9.50	\$10.00	\$10.50	\$11.00
125-149	\$ 7.00	\$ 7.50	\$ 8.50	\$ 9.00	\$ 9.50	\$10.00
150-174	\$ 6.00	\$ 6.50	\$ 7.50	\$ 8.00	\$ 8.50	\$ 9.00
175-199	\$ 5.60	\$ 6.10	\$ 7.10	\$ 7.60	\$ 8.10	\$ 8.60
200-249	\$ 5.20	\$ 5.70	\$ 6.70	\$ 7.20	\$ 7.70	\$ 8.20
250-299	\$ 4.80	\$ 5.30	\$ 6.30	\$ 6.80	\$ 7.30	\$ 7.80
300+	\$ 4.40	\$ 4.90	\$ 5.90	\$ 6.40	\$ 6.90	\$ 7.30

Metflake and metallic colors are not available on digitally printed decals.

TERMS AND CONDITIONS

TERMS For quick credit, use our quickcredit application form. NET 30 to approved credit. Please download our credit application from www.athleticdecals.com. First time orders will be sent COD/Credit Card unless credit has been approved.

SHIPPING AND HANDLING Our standard shipping method is UPS Ground. We prepay the shipping and add it to the invoice plus handling charges. We will drop ship at your request.

MINIMUM ORDER Our Minimum Order for Stock Items is \$20.00.

PRODUCTION TIME We strive to turn custom orders around in 7-10 business days after the receipt of your order. During June thru September, we may take up to 15 business days to turn orders. New orders generally take longer than reorders. Quickorder decals turn around in 7 business days. We try to ship stock items the next business day after the order is placed.

RETURNS Custom decals, once produced, are non returnable. Stock items can be returned within 30 days of invoice date, but will incur a 15% restocking charge. **Please call for Return Authorization.**