

**2020
CATALOG**

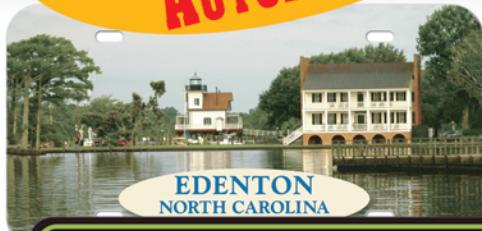
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AUTOPLATE

The choice for quality & service!



Featuring
Hi-Gloss Polyethylene
Only from
AUTOPLATE



Driven by EASYCARE™

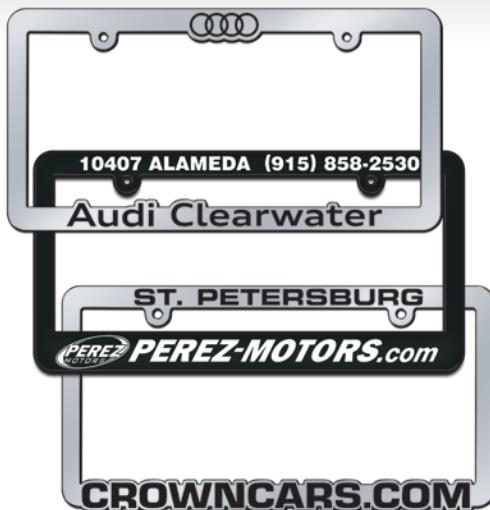
OLIVER DIESEL



ALUMINUM PLATES



FRAMES



MOTORCYCLE PLATES



SPOT COLOR



OR

DIGITAL PRINTING



Visit our distributor friendly website

AUTOPLATE.net

Screen Printing

POLY AutoPLATES

Plate size 6" x 12"



PRICING & INFO

.075" & .055" Hi-Gloss Polyethylene or .035" & .023" Matte Finish Polyethylene with spot color Screen Printed imprint

- Setup charge: \$30/Color (V)
- Pre-production Sample: \$35/Color (Z)
- PMS color match: \$30/color (V)
- #023 is limited to 3 imprint colors**
- Art charge: \$55(V) which includes an emailed proof. No charge if *acceptable vector art is supplied.

| Item # | Material | 125 | 250 | 500 | 1000 | 2000 | 5000 |
|--------|-------------------------|------|------|------|------|------|------|
| 075 | .075" Hi-Gloss Premium | 2.71 | 2.08 | 1.51 | 1.25 | 1.18 | 1.13 |
| 055 | .055" Hi-Gloss Standard | 2.30 | 1.75 | 1.27 | 1.03 | .96 | .89 |
| 035 | .035" Medium Weight | 1.70 | 1.18 | .91 | .75 | .71 | .65 |
| 023 | .023" Light Weight | 1.71 | 1.10 | .84 | .69 | .62 | .57 |
| | Each Additional Color | .58 | .33 | .22 | .18 | .15 | .13 |

6R

ALUMINUM AutoPLATES

Plate size 6" x 12"



PRICING & INFO

.024" Non-embossed White Aluminum with spot color Screen Printed imprint

- Setup charge: \$30/color (V)
- Pre-production sample: \$35/color (Z)
- PMS color match: \$30/color (V)
- Art charge: \$55(V) which includes an emailed proof. No charge if *acceptable vector art is supplied.

| Item # | Material | 125 | 250 | 500 | 1000 | 2000 | 5000 |
|--------|-----------------------|------|------|------|------|------|------|
| 024 | .024" White Aluminum | 3.35 | 2.45 | 2.05 | 1.85 | 1.70 | 1.60 |
| | Each Additional Color | .69 | .44 | .30 | .22 | .20 | .19 |



6R

*See back page for art requirements and stock color information.

4-Color Process Digital Printing

POLY AutoPLATES Plate size 6" x 12"



PRICING & INFO

.075", .055" & .035" White Polyethylene with Digital 4 Color Process imprint and **Screened Hi-Gloss Clear Coat**.

- No Set-up Charges
- Pre-production Sample: \$65 (Z)
- Art charge: \$55 (V) which includes an emailed proof. No charge if *acceptable **vector art** is supplied.

| Item # | Material | 125 | 250 | 500 | 1000 | 2000 |
|--------|-----------------------|------|------|------|------|------|
| 075D | .075" Premium Weight | 4.43 | 3.87 | 3.30 | 2.71 | 2.33 |
| 055D | .055" Standard Weight | 4.20 | 3.49 | 2.69 | 2.25 | 1.98 |
| 035D | .035" Medium Weight | 3.97 | 3.42 | 2.51 | 2.08 | 1.81 |

5R

ALUMINUM AutoPLATES Plate size 6" x 12"



PRICING & INFO

.024" Non-embossed White Aluminum with Digital 4 Color Process imprint and **Screened Hi-Gloss Clear Coat**.

- No Set-up Charges
- Pre-production Sample: \$65 (Z)
- Art charge: \$55 (V) which includes an emailed proof. No charge if *acceptable **vector art** is supplied.

| Item # | Material | 125 | 250 | 500 | 1000 | 2000 |
|--------|----------------------|------|------|------|------|------|
| 024D | .024" White Aluminum | 5.95 | 4.20 | 3.40 | 3.10 | 3.07 |

5R



*See back page for art requirements and stock color information.

Motorcycle & PolyCard Plates

Motorcycle PLATES Plate size 4" x 7"



PRICING & INFO

.035" & .023" Matte Finish Polyethylene or .024" Poly Coated Card with Screen Printed imprint

- Setup charge: \$30/Color (V)
- Pre-production Sample: \$35/Color (Z)
- PMS color match: \$30/color (V)
- #023MC is limited to 3 imprint colors**
- Art charge: \$55 (V) which includes an emailed proof. No charge if *acceptable vector art is supplied.

| Item # | Material | 125 | 250 | 500 | 1000 | 2000 | 5000 |
|--------|------------------------|------|------|-----|------|------|------|
| 035MC | .035" White Poly | 1.80 | 1.18 | .91 | .75 | .71 | .67 |
| 023MC | .023" White Poly | 1.71 | 1.10 | .84 | .69 | .62 | .57 |
| 024MC | .024" Poly Coated Card | 1.77 | 1.24 | .73 | .53 | .46 | .42 |
| | Each Additional Color | .58 | .33 | .22 | .18 | .15 | .13 |

6R

PolyCard PLATES Plate size 6" x 12"



PRICING & INFO

.024" Poly Coated Card with Screen Printed imprint

- Setup charge: \$30/Color (V)
- Pre-production Sample: \$35/Color (Z)
- PMS color match: \$30/color (V)
- Art charge: \$55 (V) which includes an emailed proof. No charge if *acceptable vector art is supplied.

| Item # | Material | 125 | 250 | 500 | 1000 | 2000 | 5000 |
|--------|------------------------|------|------|-----|------|------|------|
| 024C | .024" Poly Coated Card | 1.77 | 1.24 | .73 | .53 | .46 | .42 |
| | Each Additional Color | .58 | .33 | .22 | .18 | .15 | .13 |

6R

General Information

We hope AutoPlate will be your one stop destination for all of your custom license plate needs. The AutoPlate product line is available exclusively through advertising specialty distributors. AutoPlate's unique **Hi-Gloss** Poly (Polyethylene) is virtually indestructible and will not yellow like polystyrene plates will from UV exposure. Production time on the entire line is approximately 5 business days F.O.B. St. Petersburg, FL.

.075" Premium Weight and .055" Standard Weight **Hi-Gloss** Poly are for permanent use where a front state license plate is not required.

.035" and .023" Matte Finish Light Weight Poly are primarily for temporary dealer use but .035" Poly is heavy enough for use without a frame and often reused.

.024" White Aluminum is for permanent use when a metal plate is preferred and non-embossed for quick delivery.

.024" Poly Coated Card is for use as a temporary dealer registration plate in states where mandated by law such as in Georgia.

Poly and PolyCard plates are white and can be full bleed printed at no extra charge. Aluminum plates are white but the background can be printed with a thin white border. UV ink is Screen Printed in Spot Color or Digitally Printed in 4 Color Process and topped with our unique Screen Printed UV Clear Coat for Maximum Gloss and durability.

* Vector art is art created in a vector based program such as Adobe Illustrator® or Corel Draw® and is comprised of vector based shapes.

Vector files containing placed raster images (.jpg, .tif, .gif, .png, etc.) do not qualify as acceptable vector art and may incur an art charge.

Raster images are acceptable for Digital printing but must be sent full size preferably on our templates at 300dpi. Full info and templates are available at AutoPlate.net.

Stock Colors

WITH PANTONE EQUIVALENTS

| | | |
|----------------------------------|-------------------------------|--------------------------------------|
| LEMON YELLOW PANTONE YELLOW C | ULTRA BLUE PMS 273B C | FIRE RED PMS 186 C |
| PEACOCK BLUE PMS 300 C | METALLIC GOLD PMS 872 C | METALLIC SILVER PMS 877 C |
| NAVY BLUE PMS 282 C | RHODAMINE RHODAMINE RED | PURPLE PMS 266 C |
| VIOLET PANTONE VIOLET | BRILLIANT ORANGE PMS 172 C | PROCESS BLUE PANTONE PROCESS BLUE |
| EMERALD GREEN PMS 348 C | BLACK PANTONE BLACK C | REFLEX BLUE PANTONE REFLEX BLUE |

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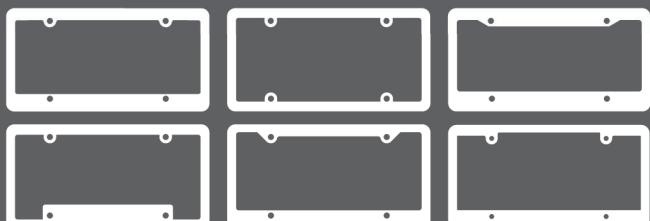
The choice for quality & service!

**CHROME FACED &
RAISED LETTER
FRAMES**



CHROME FACED

**AVAILABLE IN
STANDARD CHROME
OR PREMIUM CHROME**



RAISED LETTER

**AVAILABLE IN BLACK, BLUE, RED
or GRAY Styrene
WITH
WHITE, CHROME, METALLIC SILVER
or METALLIC GOLD, imprint.**

**6 STYLES TO
CHOOSE FROM
CUSTOM FRAMES AVAILABLE AT NO CHARGE!**

*Each style available in "B" version
with larger panel on top.*



Visit our distributor friendly website

AUTOPLATE.net

Custom Molded License Plate Frames

Raised Letter Frames



Black polystyrene with White, Red, Blue, Yellow, Metallic Silver, Metallic Gold, or Standard Chrome foil hot stamp imprint. Add \$.09 (V) for Premium Chrome which is specially formulated to provide longer lasting brilliance and maximum durability.

No art/mold charge when duplicating a competitor's Raised Letter Frame (500 & up).

| Item # | Frame Type | 250 | 500 | 1000 | 2000 | 5000 |
|---------|---------------------|------|-----|------|------|------|
| RLPF-AP | Raised Letter Frame | 1.05 | .85 | .75 | .72 | .69 |

- Add \$.10 (V) for White (subject to yellowing), Red, Blue, or Gray frames.
- Add \$.10 (V) for Side Panel imprint.
- Add \$.12 (V) for each additional imprint color (colors must have 1/16" space between them)
- 15-18 working day production. F.O.B. Georgia factory.
- Initial mold charge - \$100 (V)
- Art/proof charge - \$35 (V) N/C if *vector art supplied.

Chrome Faced Frames

The look of an all chrome frame at a fraction of the cost and delivery time!



Black, Red, or Blue polystyrene frames with the face hot stamped in Standard or Bright Premium Chrome, Metallic Silver (for the Cadillac Pinnacle Program) or Metallic Gold. Pictured are black frames with recessed black copy in chrome panels or optional raised chrome copy in black rectangles that are recessed in the chrome panels.

The sides and back remain the frame color.

No art/mold charge when duplicating a competitor's Chrome Faced Frame (500 & up).

| Item # | Frame Type | 250 | 500 | 1000 | 2000 | 5000 |
|---------|--------------------|------|------|------|------|------|
| CFPF-AP | Chrome Faced Frame | 1.99 | 1.49 | 1.35 | 1.25 | 1.22 |

- Add \$.30 (V) for our new Premium Bright Chrome we highly recommend for maximum bright finish durability. The OEM chrome upgrade others offer is noticeably darker.
- Add \$.15 (V) for Red or Blue frames.
- Add \$.10 (V) for Metallic Silver & Metallic Gold face frames.
- 15-20 working day production. F.O.B. Georgia factory.
- Initial mold charge - \$100 (V)
- Art/proof charge - \$35 (V) N/C if *vector art supplied.

Basic Standard Styles



Any frame style is available at no additional charge but should comply with state statutes. Frames with thinner top panels may be inverted as a "B" version with the larger panel on top.

*Vector art is created in a vector based program such as Adobe Illustrator® or Corel Draw® and is comprised of outlined shapes. Vector files containing placed raster images (.jpg, .tif, .gif, .png, etc.) do not qualify as acceptable vector art and may incur an art charge. Layout templates are available at www.autoplate.net/templates.html