

# Discount by Brand and Product

01/01/24

Brand	Discount	Discount % off retail	Cost % of retail	\$4.00 retail You pay
<b>Greeting Cards</b>				
<b>American Greetings</b> <small>(Including AG Traditional, Recycled Paper)</small>	50%	50.00%	50.00%	\$2.00
<b>Aline , Gibson</b> <small>(Including Today &amp; Always, Tender Thoughts)</small>	50%	50.00%	50.00%	\$2.00
<b>All others</b> <small>(Including Gartner, Simon Elvin, etc.)</small>	50% & 50%	75.00%	25.00%	\$1.00
<b>Bags, Bows, Tissue, Wrap</b>				
<b>American Greetings</b>	50%	50.00%	50.00%	\$2.00
<b>All others</b>	50%	50.00%	50.00%	\$2.00

Please go to [www.dcgreetings.com](http://www.dcgreetings.com) for more details and updates, your actual cost for each piece will be shown after you have logged into your account. Dickens reserves the right to make changes anytime without prior notice.

# DICKENS PRODUCT RANGE AND COST BREAKDOWN

BRAND	D I S C O U N T %	G R A N D T O T A L	E V E R Y D A Y	V A L E N T I N E S	S T P A T R I C K S	E A S T E R	P A S S O V E R	A D M I N S D A Y	M O T H E R S D A Y	F A T H E R S D A Y	G R A D U A T I O N	H A L L O W E E N	B O S S E S D A Y	S W E E T E S T D A Y	G R N D P R N T S D A Y	J E W I S H N E W Y R	N U R S E S D A Y	T H A N K S G I V I N G	V E T E R A N S D A Y	C H R I S T M A S	H A N U K K A H
AG Traditional Cards	50% (50)	5005	3195	430	45	67			433	178	118	41						45		453	
AG Justy Wink	50% (50)	100	100																		
AG Kathy Davis	50% (50)	64	64																		
AG L'Chaim to Life	50% (50)	42	42																		
AG PS Hello	50% (50)	69	69																		
AG Cellos	50% (50)	392	156	29	5	14	5				4	15				20	5	38		91	10
AG Today & Always	50% (50)	2465	716	200	1	256	6	5	358	239	90	129						127	6	332	
AG Tender Thoughts	50% (50)	1721	220	50	25	290	12	18	115	229	96	163	18	36	15	40		99	12	255	28
AG Spanish	50% (50)	779	212						279	83	3							2		200	
AG Tender Thts Afro	50% (50)	25	9	9																7	
AG Tender Thts Span	50% (50)	226	18	52	16				66	73										1	
AG Winking Moon *	50% (50)	152	152																		
A-Line Rosedale	50% (50)	100	80																	15	5
A-Line Millbrook	50% (50)	50	40																	8	2
Design Design *	75% (50/50)	472	242	49	7	41		2	38	10	12	7	3			3	1	7		50	
Dickens Pop-Up Card	75% (50/50)	285	125	69					2											89	
Dickens Special Production	50% (50)	16	4						1	1	3									7	
Gallant	75% (50/50)	1013	318	93	11	110			65	118	43	67						40		124	24
Gallant Spanish	75% (50/50)	48	23	11					8											6	
Gartner	75% (50/50)	2974	1643	276	17	209	1	10	222	52	171	67	1			4		109		191	1
Gartner Ink Loft	75% (50/50)	1255	662	101	5	81	2	4	60	31	64	40	2			15		61		122	5
Gibson	50% (50)	5386	1701	350	60	472	60	62	573	389	179	357	75	29	95	47	12	216	26	612	71
Gibson Our Vices	50% (50)	360	201	18		31			31	34	7									38	
Gibson Coffee House	50% (50)	154	154																		
Gibson Spanish PKG	50% (50)	36	36																		
Popular Greetings	75% (50/50)	252	114			3				11	17	7						24		55	21
Recycled Paper	50% (50)	518	453	65																	
Sangamon *	75% (50/50)	99										23	3	16	14			7		36	
Simon Elvin	75% (50/50)	2552	1512	154		123			81	112										570	
<b>Grand Total</b>		<b>26610</b>	<b>12261</b>	<b>1956</b>	<b>192</b>	<b>1697</b>	<b>86</b>	<b>101</b>	<b>2332</b>	<b>1560</b>	<b>807</b>	<b>916</b>	<b>102</b>	<b>81</b>	<b>124</b>	<b>129</b>	<b>18</b>	<b>775</b>	<b>44</b>	<b>3262</b>	<b>167</b>

\* closeouts

Updated: 01/01/24