



Poseidon Promotions

How to Order T-Shirts

There are four elements involved in creating your T-Shirt order.

Shirt Type - Shirt Quantity - Artwork Placement - Artwork Colors

Step 1 Choose your **Shirt Type**. There are three considerations when selecting your shirt type. They are; **Weight, Material, and Color**.

A common **Weight** for decorated T-Shirts is 6.1 ounce. This is a durable weight which should last for years. A more economical shirt weight is 5.3 ounce. This too is a durable shirt but the lighter weight generally feels more comfortable in warmer weather. The 5.3 ounce shirt is great for events, camps, and activities.

The **Material** is an important consideration too. Many T-Shirts are 100% cotton. This is a natural fiber and will absorb moisture such as sweat. Another popular material combination is 50% cotton/50% polyester. This material is often light (5.6 ounce), and it does not absorb moisture as much as 100% cotton.

T-Shirts come in either white or a multitude of **Colors**. Shirt color is important when considering the color of the artwork you will put on the shirt.

A Poseidon Promotions rep can help you choose the correct shirt for your project.

Step 2 The **Quantity** of shirts will generally affect the price. As with many purchases, when you buy 100 of something, you will pay less per item than if you bought only one. There are price discounts offered at certain quantity levels. A price chart will usually show where the price breaks are.

When figuring out your quantity, be aware that shirts sized Small through XL are usually one price level and shirts which are size 2XL and larger will be a bit more expensive.

Step 3 The **Artwork Placement** is very important in determining the cost of your shirts. Actually, the placement and size of the art does not affect the cost, but the number of Locations is the thing which determines the price. If you want your company or school logo on the back of your shirts only, this is considered '1 Location'. If you also want a smaller version of that logo on the front of the shirt, that is a '2nd Location'. You can also have artwork placed on a sleeve, but again, that is considered 'another Location'. The number of Locations will be a key factor when determining your overall shirt cost. Refer to the price chart and keep in mind the 'number of locations' to figure out your price.

Step 4 When considering your **Artwork Colors**, the important factor is the 'number of colors'. For each individual color, we must make a film and a screen. The number of colors in your art determines the price of printing on your shirts. Keep in mind that the number of colors is calculated for each unique piece of artwork on your shirts.

A Poseidon Promotions rep can help you create your whole project.

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