

Dear Fellow Printer,
Although the average and median pricing for business cards were correct, there were some errors on pages 70 & 71 regarding the price per unit at the 250 quantity level. These pages have been corrected.

PART 8: BUSINESS CARDS - DIGITAL & BROKERED

2a. RETAIL PRICING – Please enter your total retail price for the following quantities of business cards (1 name/individual) printed on 12-14 pt. Coated Cover. Assume job is file-ready - Do not include charges for graphic design & artwork, but do include all pre-flight, file handling, cutting, and boxing charges/fees that may apply. Include shipping charges, if any, for jobs produced by brokers.

ALL COMPANIES - SALES \$200,000-\$5,000,000			
4/0 BUSINESS CARDS WITH BLEED PRODUCED IN-HOUSE			
TOTAL PRICE	Qty 250	Qty 500	Qty 1,000
Average Price	\$53.32	\$68.44	\$91.47
Median Price	\$52.00	\$68.00	\$89.00
Majority Low Price	\$49.14	\$63.47	\$85.24
Majority High Price	\$57.50	\$73.41	\$97.70
PRICE PER CARD	Qty 250	Qty 500	Qty 1,000
Average Price Per Card.....	\$0.21	\$0.14	\$0.09
Median Price Per Card.....	\$0.21	\$0.14	\$0.09
Majority Low Price Per Card	\$0.20	\$0.13	\$0.09
Majority High Price Per Card.....	\$0.23	\$0.15	\$0.10
4/4 BUSINESS CARDS WITH BLEED PRODUCED IN-HOUSE			
TOTAL PRICE	Qty 250	Qty 500	Qty 1,000
Average Price	\$69.58	\$89.73	\$122.77
Median Price	\$69.00	\$85.40	\$118.50
Majority Low Price.....	\$63.80	\$82.33	\$112.52
Majority High Price	\$75.36	\$97.12	\$133.03
PRICE PER CARD	Qty 250	Qty 500	Qty 1,000
Average Price Per Card.....	\$0.28	\$0.18	\$0.12
Median Price Per Card.....	\$0.28	\$0.17	\$0.12
Majority Low Price Per Card	\$0.28	\$0.16	\$0.11
Majority High Price Per Card.....	\$0.30	\$0.19	\$0.13

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2b. RETAIL PRICING – Please enter your total retail price for the following quantities of business cards (1 name/individual) printed on 12-14 pt. Coated Cover. Assume job is file-ready - Do not include charges for graphic design & artwork, but do include all pre-flight, file handling, cutting, and boxing charges/fees that may apply. Include shipping charges, if any, for jobs produced by brokers.

ALL COMPANIES - SALES \$200,000-\$5,000,000			
4/0 BUSINESS CARDS WITH BLEED PRODUCED BY BROKER			
TOTAL PRICE	Qty 250	Qty 500	Qty 1,000
Average Price	\$50.88	\$64.56	\$83.94
Median Price	\$53.50	\$65.00	\$84.00
Majority Low Price	\$45.86	\$59.12	\$76.27
Majority High Price	\$55.90	\$69.99	\$91.62
PRICE PER CARD	Qty 250	Qty 500	Qty 1,000
Average Price Per Card.....	\$0.20	\$0.13	\$0.08
Median Price Per Card.....	\$0.21	\$0.13	\$0.08
Majority Low Price Per Card	\$0.18	\$0.12	\$0.08
Majority High Price Per Card.....	\$0.22	\$0.14	\$0.09
4/4 BUSINESS CARDS WITH BLEED PRODUCED BY BROKER			
TOTAL PRICE	Qty 250	Qty 500	Qty 1,000
Average Price	\$63.46	\$78.95	\$103.55
Median Price	\$64.50	\$78.00	\$99.98
Majority Low Price	\$56.41	\$71.39	\$92.54
Majority High Price	\$70.51	\$86.51	\$114.57
PRICE PER CARD	Qty 250	Qty 500	Qty 1,000
Average Price Per Card.....	\$0.25	\$0.16	\$0.10
Median Price Per Card.....	\$0.26	\$0.16	\$0.10
Majority Low Price Per Card	\$0.23	\$0.14	\$0.09
Majority High Price Per Card.....	\$0.28	\$0.17	\$0.11