

PART 3: PRICING FOR DIGITAL COLOR PRINTING

RACK CARDS, 4/0 & 4/4, finished size 4 x 9”, full-bleed on 100# Coated Cover – Assuming you are working with an approved file, what would be your **TOTAL STANDARD retail price** (including any rip charges) for the following items printed on your **COLOR** device. Whether you choose to print these items 2-up, 3-up, 4-up or whatever, we are only interested in the final selling price to the customer for the quantity in question (Include any pre-trim and/or post-trimming charges.)

5. Rack Cards, finished size 4 x 9”, full-bleed on 100# coated cover, 4/0

ALL COMPANIES - SALES \$200,000-\$5,000,000

TOTAL PRICE - Rack Cards, 4x9, 4/0

	Qty 500	Qty 1,000	Qty 5,000	Qty 10,000
Average Price.....	\$126.58	\$203.29	\$657.42	\$1,136.77
Median Price.....	\$121.00	\$191.00	\$615.26	\$1,064.72
Majority Low Price.....	\$116.07	\$186.74	\$592.79	\$1,012.98
Majority High Price.....	\$137.08	\$219.84	\$722.06	\$1,260.56

PRICE PER CARD

	Qty 500	Qty 1,000	Qty 5,000	Qty 10,000
Average Price/card.....	\$0.25	\$0.20	\$0.13	\$0.11
Median Price/card.....	\$0.24	\$0.19	\$0.12	\$0.11
Majority Low Price/card.....	\$0.23	\$0.19	\$0.12	\$0.10
Majority High Price/card.....	\$0.27	\$0.22	\$0.14	\$0.13

TOTAL PRICE - Rack Cards, 4x9, 4/4

	Qty 500	Qty 5,000
Average Price.....	\$181.71	\$959
Median Price.....	\$170	
Majority Low Price.....		
Majority High Price.....		