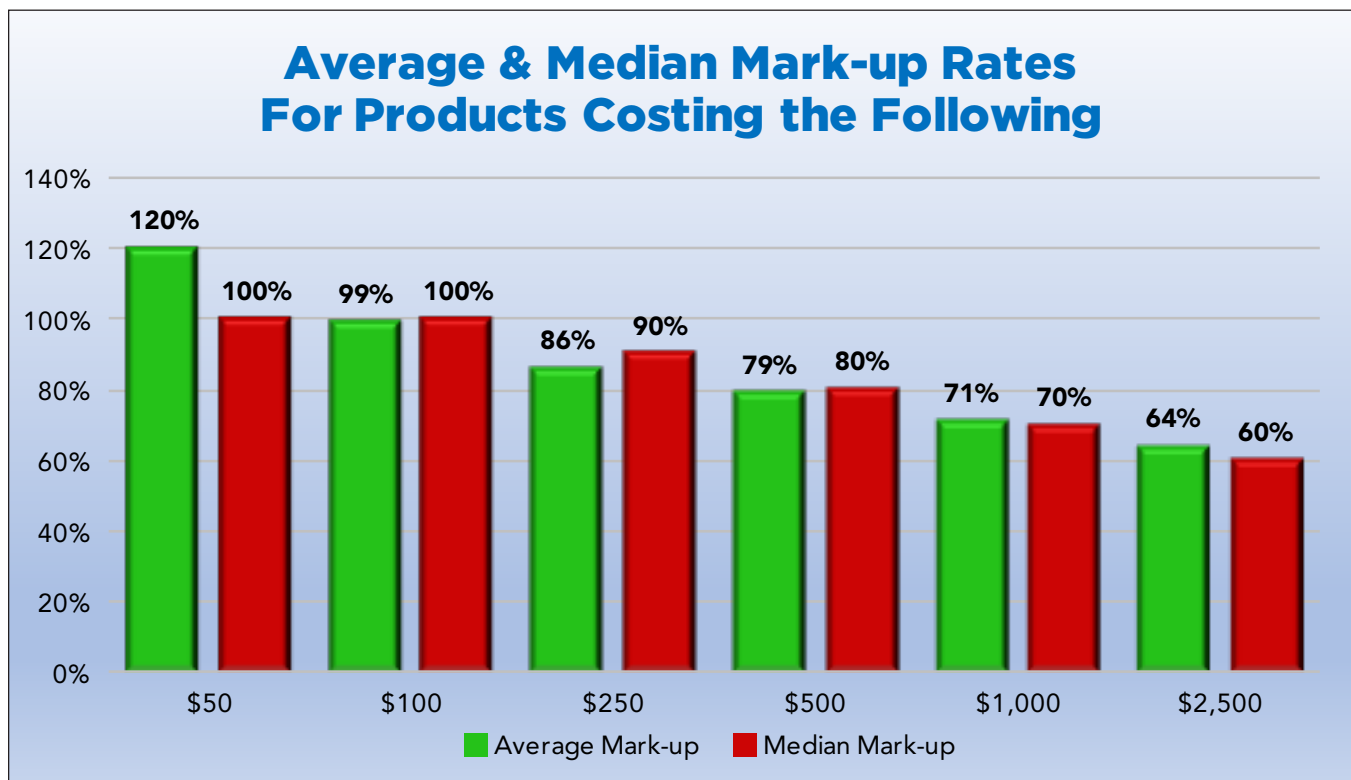


MARK-UP PRACTICES

1. **Mark-up Practices** - Please indicate your selling price for outsourced sign services costing the amount indicated. *(Please provide your final selling price and we will calculate mark-up rates and margins.)*

Product Cost:	\$50	\$100	\$250	\$500	\$1,000	\$2,500
Average Selling Price	\$110	\$199	\$465	\$895	\$1,715	\$4,093
Average Mark-Up Percent	120%	99%	86%	79%	71%	64%
Gross Profit	55%	50%	46%	44%	42%	39%
Median Selling Price	\$100	\$200	\$475	\$900	\$1,700	\$4,000
Median Mark-Up Percent	100%	100%	90%	80%	70%	60%
Gross Profit	50%	50%	47%	44%	41%	38%



MARK-UP RATES FOR OUTSOURCED PRODUCTS – This bar chart illustrates the average and median mark-up rates for products and services that are produced by others (brokered) and must be marked-up.

VINYL SIGNS - PRICING BASICS

MISC. HOURLY RATES & CHARGES FOR VINYL PRODUCTS

3. **Misc. Hourly Rates & Charges for Vinyl Products** - Please answer all of the following as they apply to your firm:

	Average	Median
a) Min. graphics charge	\$31.86	\$25.00
b) Basic Set-Up Charges (if any)	\$27.50	\$25.00
c) Hourly Graphics Charge for preparing customer art for vinyl cutter	\$74.78	\$75.00
d) Retail Price Per Square Foot for White Vinyl	\$6.97	\$6.00
e) Retail Price Per Linear Foot (if different) for White Vinyl	\$10.70	\$10.00
f) Additional Percent Upcharge (if any) for Colored Vinyls	33.2%	30.0%
g) Hourly Rate for Weeding (simple jobs)	\$53.03	\$55.00
h) Hourly Rate for Weeding (complex jobs)	\$53.81	\$57.50
i) Minimum Installation Charge	\$84.00	\$75.00
j) Hourly Installation Charge	\$82.27	\$82.50
k) Charge Per Mile for Travel to/from Site	\$1.05	\$0.75