TABLE OF CONTENTS

	COMILIMO
Preface	Newsletters/Catalogs
Executive Summary	8-Page Newsletter Pricing
Terminology and Definitions	16-Page Newsletter Pricing
Section I - Profile Of Respondents and Pricing Data	32-Page Newsletter Pricing
Part 1 - Basic Company Information	Method of finishing Self-Cover Newsletters
Sales	Digitally Printed Envelopes
Percent Single vs. Multiple location	Misc Data
Age of Firm Number of Employees	#10/24 Envelopes, 1/0, No Bleeds #10/24 Envelopes, 4/0, No Bleeds
Distribution of Respondent Firms by Region	9 x 12" Catalog, 1/0, No Bleeds
Distribution of Respondents by Estimated Market Size	9 x 12" Catalog, 4/0, No Bleeds
Association Affiliations	5.5 Baronial, 1/0, No Bleeds
Franchise Affiliations	5.5 Baronial, 4/0, No Bleeds
Total Square Feet	Envelope Printing - Methods & Ratings
Sales Per Square Foot	Digital Color Envelope Printer
Age of Owner	Model Number
Sales Per Employee	% Distribution of Envelope Printers by Make & Model
Distribution of Respondents by Annual Sales	Envelope Printing - Methods & Ratings
Highlights & Overview of Statistics Appearing in this Study	Rating of Sorving by Correct Vandor/Supplier
Sales Per Employee Trends - 2010-2019 Participant Annual Sales - 2015 - 2019 Projected	Rating of Service by Current Vendor/Supplier Envelope Printers and Ratings
Distribution of Firms by Projected 2019 SPE	Business Cards - Digital & Brokered
SPE by Quartiles - Where Do You Rank?	Offset Printed
Participants by Market Size	Digitally Printed
Average Discounts Offered Based Upon Customer Type	Brokered Out
Part 2 - Survey Questions	How are Business Cards Produced
Basic Graphic Department Pricing	Retail Pricing
Minimum Charges	4/0 Digital Business Cards Produced In-House
File Handling Fees	4/4 Digital Business Cards Produced In-House
Hourly Graphics Charge	4/0 Business Cards Brokered
Jobs Provided by Whom?	4/4 Business Cards Brokered
Variable Data Statistics Variable Data on Digital Color Printers	General Discounting Practices
Variable Data (color only) Minimum and Hourly Fees	Existing Customer Walk-In Customer
Flyers & Catalog Sheets - 8.5 x 11"	Lowest Price
Flyers & Catalog Sheets, 8.5 x 11" 100# Coated Text, 4/0	SECTION II - MARKET BASKET COMPARISONS
Flyers & Catalog Sheets, 8.5 x 11" 100# Coated Text, 4/4	All Firms Market Basket
Flyers & Catalog Sheets, 8.5 x 11" 100# Coated Cover, 4/0	Industry Market Basket Analyses
Flyers & Catalog Sheets, 8.5 x 11" 100# Coated Cover, 4/4	Independents vs. Franchisees
Flyers & Catalog Sheets - 11 x 17"	Independents
Flyers & Catalog Sheets, 11 x 17" 100# Coated Text, 4/0	Franchise
Flyers & Catalog Sheets, 11 x 17" 100# Coated Text, 4/4	Market Baskets by Population Density
Flyers & Catalog Sheets, 11 x 17" 100# Coated Cover, 4/0 Flyers & Catalog Sheets, 11 x 17" 100# Coated Cover, 4/4	Rural Small
Rack Cards & Postcards	Medium
Rack Cards, 4 x 9" 100# Coated Cover, 4/0	Large
Rack Cards, 4 x 9" 100# Coated Cover, 4/4	Major
Post Cards, 6 x 9" 100# Coated Cover, 4/4	Market Baskets Based Upon Geographic Regions
Post Cards, 6 x 9" 100# Coated Cover, 4/4, w/Var. Data 1-S	Northeast
Carbonless Forms (Black)	Southeast
Carbonless Forms, 2-Part, Black, Not Numbered	Central
Carbonless Forms, 2-Part, Black, Numbered	West
Carbonless Forms, 3-Part, Black, Not Numbered	Canada
Carbonless Forms, 3-Part, Black, Numbered Carbonless Forms (4/0)	Market Baskets Sales Per Employee SPE <= \$105,000
Carbonless Forms, 2-Part, 4/0, Not Numbered	SPE >= \$150,000 SPE >= \$150,000
Carbonless Forms, 2-Part, 4/0, Numbered	Market Baskets by Annual Sales
Carbonless Forms, 3-Part, 4/0, Not Numbered	Firms with 2019 Sales < \$250,000
Carbonless Forms, 3-Part, 4/0, Numbered	Firms with 2019 Sales \$250,000 - \$599,999
Click Charges Only	Firms with 2019 Sales \$600,000 - \$999,999
Click Charges Only, 11 x 17" Text	Firms with 2019 Sales \$1,000,000 - \$4,999,999
Click Charges Only, 11 x 17" Cover	SECTION III - APPENDIX
Stock Mark-Up Practices	Worksheet - 2019-20 Sweet Sixteen Digital Color Pricing Survey