

### 3. FLYERS & CATALOG SHEETS - 8.5 X 11"

**FLYERS & CATALOG SHEETS, 4/0 & 4/4, finished size 8.5x11, full-bleed** on 100# Text - Assuming you are working with an approved file, what would be your **TOTAL REGULAR retail price** (including any rip charges) for the following products printed on your Digital Color Printer. Whether you choose to print these items 1-up or 2-up is strictly up to you. We are only interested in the final selling price to the customer for the requested size in question (Include any pre-trim and/or post-trimming charges.)

**100# COATED TEXT**, finished size 8.5x11, full-bleed, delivered flat

#### FLYERS & CATALOG SHEETS, 8.5 X 11" 100# COATED TEXT, 4/0

<b>TOTAL PRICE</b>	<b>Qty 100</b>	<b>Qty 500</b>	<b>Qty 1,000</b>	<b>Qty 2,500</b>
Average Price .....	\$65.84	\$184.59	\$297.29	\$587.64
Median Price .....	\$64.00	\$180.00	\$295.00	\$582.50
10% Low Price (average).....	\$59.26	\$166.13	\$267.56	\$528.88
10% High Price (average).....	\$72.43	\$203.05	\$327.02	\$646.41
<b>PRICE PER SHEET</b>	<b>Qty 100</b>	<b>Qty 500</b>	<b>Qty 1,000</b>	<b>Qty 2,500</b>
Average Price/sheet .....	\$0.66	\$0.37	\$0.30	\$0.24
Median Price/sheet .....	\$0.64	\$0.36	\$0.30	\$0.23
10% Low Price/sheet.....	\$0.59	\$0.33	\$0.27	\$0.21
10% High Price/sheet.....	\$0.72	\$0.41	\$0.33	\$0.26

#### FLYERS & CATALOG SHEETS, 8.5 X 11" 100# COATED TEXT, 4/4

<b>TOTAL PRICE</b>	<b>Qty 100</b>	<b>Qty 500</b>	<b>Qty 1,000</b>	<b>Qty 2,500</b>
Average Price .....	\$97.15	\$285.02	\$462.71	\$938.55
Median Price .....	\$93.15	\$285.00	\$460.00	\$929.00
10% Low Price (average).....	\$87.43	\$256.51	\$416.44	\$844.69
10% High Price (average).....	\$106.86	\$313.52	\$508.98	\$1,032.40
<b>PRICE PER SHEET</b>	<b>Qty 100</b>	<b>Qty 500</b>	<b>Qty 1,000</b>	<b>Qty 2,500</b>
Average Price/sheet .....	\$0.97	\$0.57	\$0.46	\$0.38
Median Price/sheet .....	\$0.93	\$0.57	\$0.46	\$0.37
10% Low Price/sheet.....	\$0.87	\$0.51	\$0.42	\$0.34
10% High Price/sheet.....	\$1.07	\$0.63	\$0.51	\$0.41

\* 10% Low & High Pricing represents +/-10% of the calculated average price depicted above.

## 5. RACK CARDS & POSTCARDS

**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 Digital Color Printer. Whether you choose to print these items 2-up, 3-up, 6-up, etc. is strictly up to you. We are only interested in the final selling price to the customer for the quantity specified. (Please Include any pre-trim and/or post-trimming charges.)

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

**RACK CARDS, 4x9" 100# COATED COVER, 4/0**

<b>TOTAL PRICE</b>	<b>Qty 500</b>	<b>Qty 1,000</b>	<b>Qty 5,000</b>	<b>Qty 10,000</b>
Average Price .....	\$122.33	\$196.49	\$652.44	\$1,098.60
Median Price .....	\$116.96	\$190.09	\$615.66	\$1,020.00
10% Low Price (average).....	\$110.10	\$176.84	\$587.20	\$988.74
10% High Price (average).....	\$134.56	\$216.14	\$717.69	\$1,208.46
<b>PRICE PER RACK CARD</b>	<b>Qty 500</b>	<b>Qty 1,000</b>	<b>Qty 5,000</b>	<b>Qty 10,000</b>
Average Price/card.....	\$0.24	\$0.20	\$0.13	\$0.11
Median Price/card.....	\$0.23	\$0.19	\$0.12	\$0.10
10% Low Price/card .....	\$0.22	\$0.18	\$0.12	\$0.10
10% High Price/card.....	\$0.27	\$0.22	\$0.14	\$0.12

**RACK CARDS, 4x9" 100# COATED COVER, 4/4**

<b>TOTAL PRICE</b>	<b>Qty 500</b>	<b>Qty 1,000</b>	<b>Qty 5,000</b>	<b>Qty 10,000</b>
Average Price .....	\$176.21	\$307.59	\$937.10	\$1,608.29
Median Price .....	\$172.05	\$275.00	\$862.09	\$1,428.00
10% Low Price (average).....	\$158.59	\$276.83	\$843.39	\$1,447.46
10% High Price (average).....	\$193.84	\$338.35	\$1,030.81	\$1,769.12
<b>PRICE PER RACK CARD</b>	<b>Qty 500</b>	<b>Qty 1,000</b>	<b>Qty 5,000</b>	<b>Qty 10,000</b>
Average Price/card.....	\$0.35	\$0.31	\$0.19	\$0.16
Median Price/card.....	\$0.34	\$0.28	\$0.17	\$0.14
10% Low Price/card .....	\$0.32	\$0.28	\$0.17	\$0.14
10% High Price/card.....	\$0.39	\$0.34	\$0.21	\$0.18

\* 10% Low & High Pricing represents +/-10% of the calculated average price depicted above.