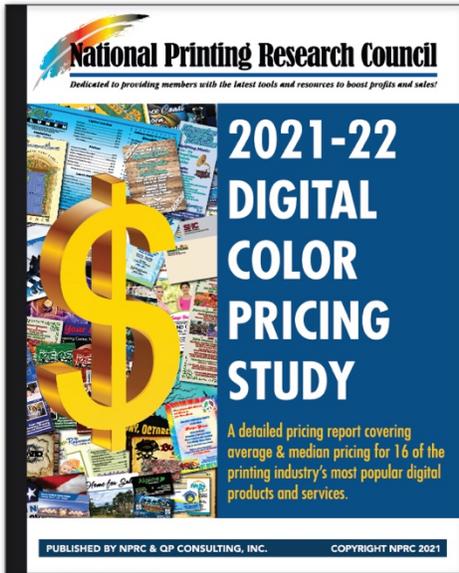# NPRC's 2021-22 Digital Color Pricing Worksheet

Please follow these instructions carefully to receive your FREE COPY of the final study:

Thank you for agreeing to participate in the printing industry's most popular pricing survey. We use a tested, two-step process to conduct our pricing surveys. First, we encourage you to print-out and complete this worksheet PDF. Once it is completed, you should then visit our official, on-line survey website at:

http://NPRC2021digitalsurvey.loyaltyloop.org

Please remember to retain a copy of this worksheet even after you have submitted your survey on-line. This will provide proof that you have participated even in the event your official on-line survey form is somehow lost or misplaced.

By submitting your survey no later than **Jan. 29, 2021,** you will be entitled to receive a **copy** of the *2021-2022 Digital Color Pricing Study absolutely FREE*. However, you must follow our survey instructions carefully in order to receive your free copy.

Remember again, this PDF is intended to be used solely as a worksheet. Transferring the data from this worksheet to our on-line electronic survey form should take no more than 12-15 minutes – Please retain this worksheet for your records. You may be asked to provide a copy in the event your survey is lost.

ASSIGNING SURVEY TO OTHERS – Remember, you can assign much of this survey to a trusted general manager or CSR. If you do, however, please stress the critical deadline.

PART 1 – MANDATORY COMPANY DATA

Important Company Data – (Questions #1-10)– Please provide the following information for sorting purposes. Confidentiality of all information is guaranteed by both the National Printing Research Council (NPRC) and QP Consulting, Inc.

1. Location/State

2. Number of locations

3. Total square feet (all locations)

4. Year firm was founded

5. Owner's age

6. Market Size

○ Rural (less than 25,000) ○ Small (25,000-100,000) ○ Medium (100,000-300,000) ○ Large (300,000 – 1,000,000) ○ Major Market (1 Million +)

7. Total Number of Employees - Include all working owners, partners and working spouses for all locations listed above. Please enter decimal equivalents for part-time employees. *(Example: A 30-hour per week employee would be entered as .75.)*

8. Industry Affiliation(s) – Our firm is:

○ Independent   ○ Franchise   ○ In-plant   ○ Educational Institution

9. Franchise Affiliation– If you are a franchise, please indicate which franchise:

○ Allegra/Alliance   ○ AlphaGraphics   ○ CPrint   ○ Franklins   ○ Inkwell   ○ Kwik Kopy   ○ Minuteman   ○ PIP   ○ PostNet   ○ ProForma
○ Sir Speedy

Other ○ [_____]

10. Annual Total Sales for the following years:

2019 Sales [_____]
2020 Sales [_____]
2021 Sales (projected) [_____]

PART 2 – GENERAL SURVEY QUESTIONS
1. BASIC GRAPHIC DEPARTMENT PRICING

BASIC GRAPHIC DEPARTMENT PRICING - Please answer the following questions as they apply primarily to digitally processed jobs you create in-house or may be provided by a customer:

1. Minimum Charges - Do you consistently charge a basic/minimum "pre-flight" or "file-handling" fee for digital files provided by your customers?

○ Yes   ○ No

Other: (Please describe briefl [_____]

2. File Handling Fees - If "Yes" to above, what is your minimum "file handling" fee?

Min. file handling fee for a simple job? [_____]
Min. file handling fee for a complex job? [_____]

3. Hourly Graphics Charge - What is your normal, hourly graphics or file prep fee?

Your hourly rate for standard graphics & design services? [_____]
Your hourly rate for advanced/complex or agency quality design services? [_____]

4. Please estimate/grade your ability to accurate capture and account for time spent by graphic designers & artists?

1=Very Poor	2	3	4	5=Average	6	7	8	9	10=Excellent
○	○	○	○	○	○	○	○	○	○

5. Jobs Provided by Whom? - What percent of the digital files that you print are (should total 100%):

Provided by customer? [_____]
Provided by your graphics department? [_____]
Total [_____]

2. VARIABLE DATA STATISTICS

1. Variable Data on Digital Color Printers - What percent of your total volume (measured by total click charges) involves the use of "variable data?" (enter a whole number… enter 15% as 15)

[_____]

2. Variable Data (color only) Minimum and Hourly Fees - When processing jobs involving variable data, what are your charges for the following:

Minimum or basic Variable Data Set-up Fee (if any):	Hourly fee for preparing basic variable data files (letters, postcards, etc.):	Hourly fee for preparing complex variable data files (tax bills, statements, transactional printing):
[ ]	[ ]	[ ]

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3. 24# WATERMARKED STATIONERY

24# Watermarked Stationery & Matching Envelopes - Assume you are provided with an approved graphic file. What would be your total REGULAR retail price (including any rip charges) to produce the following on your Digital Color Printer. 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.)

	Qty 100	Qty 500	Qty 1,000	Qty 2,500
24# 8.5 x 11" Watermarked Letterhead 1/0				
24# 8.5 x 11" Watermarked Letterhead 4/0				
#10/24 Matching Envelopes 1/0				
#10/24 Matching Envelopes 4/0				

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4. FLYERS & CATALOG SHEETS - 8.5 X 11"

FLYERS & CATALOG SHEETS, 4/0 & 4/4, finished size 8.5x11 and/or 11 x 17", full-bleed on 100# Text & 100# Cover - 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 to achieve the desired quantity 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 8.5 x 11", full-bleed, delivered flat.

	Qty 100	Qty 500	Qty 1,000	Qty 2,500
Retail Pricing 4/0				
Retail Pricing 4/4				

100# Coated Cover, finished size 8.5 x 11", full-bleed, delivered flat. bleed

	Qty 100	Qty 500	Qty 1,000	Qty 2,500
Retail Pricing 4/0				
Retail Pricing 4/4				

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5. FLYERS & CATALOG SHEETS - 11 X 17"

100# Coated Text, finished size 11 x 17", full-bleed, delivered flat.

	Qty 100	Qty 500	Qty 1,000	Qty 2,500
Retail Pricing 4/0				
Retail Pricing 4/4				

100# Coated Cover, finished size 11 x 17", full-bleed,,delivered flat.

	Qty 100	Qty 500	Qty 1,000	Qty 2,500
Retail Pricing 4/0				
Retail Pricing 4/4				

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6. 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

	Qty 500	Qty 1,000	Qty 5,000	Qty 10,000
Retail Pricing 4/0				
Retail Pricing 4/4				

2. Postcards, finished size 6 x 9", full-bleed on 100# coated cover. Note third item below calls for variable data for 1-side of the 4/4 postcard.

	Qty 500	Qty 1,000	Qty 5,000	Qty 10,000
Postcards, 4/0				
Postcards, 4/4				
Postcards, 4/4 with variable data 1-S				

3. Aqueous/UV Coating? If customer requested the above Rack Cards or Postcards to be aqueous or UV coated (1-side or both sides) how would you then handle the job?

○ We would subcontract or broker entire job to outside vendor ○ We have in-house capabilities for aqueous/UV coating
○ We would print and then broker-out coating

Other ○ [   ]

7. CARBONLESS FORMS (Black)

CARBONLESS FORMS (On digital printer) - Assuming a properly prepared file, what would be your total, standard retail price (including any rip or min. prep. charges) to produce the following quantities of carbonless forms (Std. sequence) on your digital device, both plain and numbered in black? Include your charge for padding. Whether these jobs would be run 1-up or 2-up is up to you; we are only interested in your **total price** for the finished quantities noted.

* Provide pricing for consecutive numbering ONLY if numbering is accomplished in-line on your digital device, otherwise please leave blank.

1. 2-Part Carbonless, finished size 8.5 x 11, 1-sided.

	250 sets	500 sets	1,000 sets
2-Part Forms (no number)			
2-Part Forms (consecutively numbered on-line)*			

2. 3-Part Carbonless, finished size 8.5 x 11, 1-sided.

	250 sets	500 sets	1,000 sets
3-Part Forms (no number)			
3-Part Forms (consecutively numbered on-line)*			

8. CARBONLESS FORMS (4/0)

CARBONLESS FORMS (On digital printer) - Assuming a properly prepared file, what would be your total, standard retail price (including any rip or min. prep. charges) to produce the following quantities of carbonless forms (Std. sequence) in two or more colors on your digital device, both plain and numbered? Include your charge for padding. Whether these jobs would be run 1-up or 2-up is up to you; we are only interested in your total price for the finished quantities noted.

* Provide pricing for consecutive numbering ONLY if numbering is accomplished in-line on your digital device, otherwise please leave blank.

1. 2-Part Carbonless, finished size 8.5 x 11, 1-sided.

	250 sets	500 sets	1,000 sets
2-Part Forms (no number)			
2-Part Forms (consecutively numbered on-line)*			

2. 3-Part Carbonless, finished size 8.5 x 11, 1-sided.

	250 sets	500 sets	1,000 sets
3-Part Forms (no number)			
3-Part Forms (consecutively numbered on-line)*			

3. Numbering Practices – As a general rule, when a job calls for numbering, we do the following:

○ Whenever practical, we number on-line on our digital device.

○ Generally speaking we typically number jobs off-line on a separate device

9. CLICK CHARGES ONLY

RETAIL COLOR CLICK PRICING - Many firms/owners tackle pricing of certain digital printing jobs by relying on material/paper costs (including a markup), plus a file-handling charge and then applying a **separate click charge** typically based upon total number of clicks involved. Assuming a sheet size of either 11 x 17 or 12 x 18, please enter your price/charge for the total quantity of clicks indicated - We are asking for **click charge pricing only**; do not include stock costs – NOTE: If you charge the same regardless of whether it is text or cover then enter NA for question #2. PLEASE, PLEASE enter your total charge for the TOTAL clicks indicated, NOT a price per click. (Example - let's say that a job involves 1,000 clicks and you charge $0.32 or 32 cents per click, then you would enter $320.)

	1,000 Clicks	5,000 Clicks	10,000 Clicks	25,000 Clicks
1. Total charge (clicks only for text				
2. Total charge (clicks only) for cover				

10. STOCK MARK-UP PRACTICES

GENERAL STOCK MARK-UP PRACTICES - In the process of preparing an estimate, please tell us what you would mark-up and sell stock costing you the following amounts. Please enter total $$$$ - **NOTE:** Enter your selling price for the stock. (Example: If the stock costs you $100, simply enter the amount that you would charge or sell that stock for. We will calculate mark-up rates, margins & percentages.

$25	$100	$500	$1,000	$2,500

NEWSLETTERS, CATALOGS & DIRECTORIES
(6 X 9" Finished size, 8, 16 and 32-Pages)

FOR CLARIFICATION PURPOSES, the following three items are all "self-cover" products. To ask for both "self-cover" as well as the addition of a cover, especially in varied sizes, would make this survey unwieldy for many participants. Note that this survey also provides pricing for 100# cover for both 8.5 x 11" and 11 x 17" thus allowing for estimating products such as these with a cover.

PRODUCT PRICING - below are three variations - **8-page**, **16-page** and **32-page** newsletters, finished either on-line or off-line depending upon your capabilities. Leave blank the scenarios or options you do not or cannot offer. Prices should include pre-press trimming, all imaging, collating, folding, stapling and face-trim (if required), whether or not the item is finished in-line or off-line or combination thereof. *(Do not include charges for graphic design & artwork. Note: Assume all sigs. Bleed.)*

SPECIAL NOTE: Unlike products with a finished size of 9 x 12" (with full **bleed**) that are generally produced using 13 x 19" sigs, 6 x 9" finished size products can be produced using two different size signatures - 1-up sigs measuring 9.5 x 13" or 2-up sigs. Measuring 13 x 19". The total impressions/clicks indicated below assume running the product on 9.5 x 13" sigs. If running 2-up, reduce total click charges by 50%.

11. 8-PAGE, SELF-COVER NEWSLETTERS, CATALOGS & DIRECTORIES

1. 8-Page Newsletter (2, 9.5 x 13" sigs), finished size 6 x 9" (full bleeds, both sigs) 100# coated text, 4/4; Please provide total price, for these newsletters in the quantities indicated.

Qty 100	Qty 500	Qty 1,000	Qty 2,500
100 ea. of	500 ea. of	1,000 ea. of	2,500 ea. of
2, 9.5 x 13" sigs 4/4	2, 9.5 x 13" sigs 4/4	2, 9.5 x 13" sigs 4/4	2, 9.5 x 13" sigs 4/4
(400 total clicks)	(2,000 total clicks)	(4,000 total clicks)	(10,000 total clicks)

12. 16-PAGE, SELF-COVER NEWSLETTERS, CATALOGS & DIRECTORIES

2. 16-Page Newsletter (4, 9.5 x 13" sigs), finished size 6 x 9" (full bleed, 4 sigs.) 100# coated text, 4/4; Please provide total price, as indicated above, including all finishing, for quantities indicated.

Qty 100	Qty 500	Qty 1,000	Qty 2,500
100 ea. of	500 ea. of	1,000 ea. of	2,500 ea. of
4, 9.5 x 13" sigs 4/4	4, 9.5 x 13" sigs 4/4	4, 9.5 x 13" sigs 4/4	4, 9.5 x 13" sigs 4/4
(800 total clicks)	(4,000 total clicks)	(8,000 total clicks)	(20,000 total clicks)

13. 32-PAGE, SELF-COVER NEWSLETTERS, CATALOGS & DIRECTORIES

3. 32-Page Newsletter (8, 9.5 x 13" sigs), finished size 6 x 9" (full bleeds, 8 sigs) 100# coated text, 4/4; Please provide total price, as indicated above, including all finishing, for quantities indicated.

Qty 100	Qty 500	Qty 1,000	Qty 2,500
100 ea. of	500 ea. of	1,000 ea. of	2,500 ea. of
8, 9.5 x 13" sigs 4/4	8, 9.5 x 13" sigs 4/4	8, 9.5 x 13" sigs 4/4	8, 9.5 x 13" sigs 4/4
(1,600 total clicks)	(8,000 total clicks)	(16,000 total clicks)	(40,000 total clicks)

NEWSLETTERS, CATALOGS & DIRECTORIES
(8.5 x 11" Finished size, 8, 16 and 32 Pages)

For clarification purposes, the following three items are all "self-cover" products. To ask for both "self- cover" as well as the addition of a cover, especially in varied sizes, would make this survey unwieldy for many participants.

NEWSLETTER PRICING -below are three variations - **8-page**, **16-page** and **32-page** newsletters, finished either on-line or off-line depending upon your capabilities. Leave blank the scenarios or options you do not or cannot offer. Prices should include pre-press trimming, all imaging, collating, folding, stapling and face-trim (if required), whether or not the item is finished in-line or off-line or combination thereof. *(Do not include charges for graphic design & artwork. Note: Assume all sigs. Bleed.)*

14. 8-PAGE, SELF-COVER NEWSLETTERS, CATALOGS & DIRECTORIES

1. 8-Page Newsletter (2, 12 x 18" sigs), finished size 8.5 x 11" (full bleeds, both sigs) 100# coated text, 4/4; Please provide total price, for these newsletters in the quantities indicated.

Qty 100	Qty 500	Qty 1,000	Qty 2,500
100 ea. of (2)	500 ea. of (2)	1,000 ea. of (2)	2,500 ea. of (2)
12 x 18" sigs 4/4	12 x 18" sigs 4/4	12 x 18" sigs 4/4	12 x 18" sigs 4/4
(400 total clicks)	(2,000 total clicks)	(4,000 total clicks)	(10,000 total clicks)

15. 16-PAGE, SELF-COVER NEWSLETTERS, CATALOGS & DIRECTORIES

2. 16-Page Newsletter (4, 12 x 18 sigs), finished size 8.5 x 11" (full bleed, 4 sigs.) 100# coated text, 4/4; Please provide total price, as indicated above, including all finishing, for quantities indicated.

Qty 100	Qty 500	Qty 1,000	Qty 2,500
100 ea. of (4)	500 ea. of (4)	1,000 ea. of (4)	2,500 ea. of (4)
12 x 18" sigs 4/4	12 x 18" sigs 4/4	12 x 18" sigs 4/4	12 x 18" sigs 4/4
(800 total clicks)	(4,000 total clicks)	(8,000 total clicks)	(20,000 total clicks)

16. 32-PAGE, SELF-COVER NEWSLETTERS, CATALOGS & DIRECTORIES

3. 32-Page Newsletter (8, 12 x 18 sigs), finished size 8.5 x 11" (full bleeds, 8 sigs) 100# coated text, 4/4; Please provide total price, as indicated above, including all finishing, for quantities indicated.

Qty 100	Qty 500	Qty 1,000	Qty 2,500
100 ea. of (8)	500 ea. of (8)	1,000 ea. of (8)	2,500 ea. of (8)
12 x 18" sigs 4/4	12 x 18" sigs 4/4	12 x 18" sigs 4/4	12 x 18" sigs 4/4
(1,600 total clicks)	(8,000 total clicks)	(16,000 total clicks)	(40,000 total clicks)

4. Method of finishing – Generally speaking, how would the above newsletters typically be finished in your firm?

○ Finished completely in-line, including a face-trim if required

○ Imaged & collated on-line, but all other finishing accomplished off-line

○ All finishing, including collating, folding, stitching & face-trim accomplished off-line

○ Combination of above

17. COIL-BOUND BOOK OR DIRECTORY

1. A 40-page coil-bound book or directory – finished size 8.5 x 11", 40 pages 70# offset (20 sheets f/b), 4/4, coil-bound with front & back 4/0 100# cover stock. **Please note** that you have the option of running the inside pages 2-up on 11 x 17 as opposed to running 1-up on 8.5 x 11. If running 2-up, the total clicks indicated below would be 50% less.

Qty 50	Qty 100	Qty 500	Qty 1,000
50 ea. of (20)	100 ea. of (20)	500 ea. of (20)	1,000 ea. of (20)
8.5 x 11" sheets 4/4	8.5 x 11" sheets 4/4	8.5 x 11" sheets 4/4	8.5 x 11" sheets 4/4
(2,050 total clicks)	(4,100 total clicks)	(20,500 total clicks)	(41,000 total clicks)

18. DIGITALLY PRINTED ENVELOPES (4 sizes/formats)

1. Envelope Pricing - Do you currently produce #10/24 and 9 x 12 envelopes on a digital color printer/copier?

○ Yes   ○ No

2. As a general rule, please indicate whether the envelope printer you generally use is a:

○ Toner Based Device   ○ Ink Jet Device   ○ We use both

3. Envelope Pricing - Please indicate your total price to digitally print (not offset) the follow envelopes in the colors & quantities indicated. Imaging is "front side" only. **ENTER NA** for quantities that you do not digitally print in-house.

	Qty 100	Qty 500	Qty 1,000	Qty 2,500
#10/24, white wove, 1/0				
#10/24, white wove, 4/0				
#10/24, white wove window, 1/0				
#10/24, white wove window, 4/0				
#6 x 9" white wove, 1/0				
#6 x 9" white wove, 4/0				
#9 x 12" catalog, white wove, 1/0				
#9 x 12" catalog, white wove, 4/0				

19. ENVELOPE PRINTING - METHODS & RATINGS

Digital Color Envelope Printer - Please indicate the brand/manufacturer of the primary digital printer/device used to produce the envelopes noted previously:

○ Canon ○ Formax ○ Hasler ○ iJetColor ○ Intec ○ Konica Minolta ○ Oki ○ PSI ○ Rena ○ Ricoh ○ Xante Illumina ○ Xerox

Other ○ [_____]

2. Model Number - Please indicate the brand & model # of the digital printer/device used to produce the envelopes noted previously

[_____]

	1=The Worst	2	3	4	5=Average	6	7	8	9	10=Outstanding
3. Rating of printer	○	○	○	○	○	○	○	○	○	○
4. Rating of service by current vendor/supplier	○	○	○	○	○	○	○	○	○	○

20. BUSINESS CARDS - DIGITAL & BROKERED

1. BUSINESS CARDS - These questions deal with your standard retail pricing for business cards produced both in-house as well as brokered. (should total 100%)

Offset Printed - % of Business Card sales produced in-house via offset printing?   [_____]

Digitally Printed - % of Business Cards sales produced in-house on digital printers?   [_____]

Brokered Out - % of Business Card sales produced by outside vendors? (% $$$ sold)   [_____]

Total   [_____]

21. BUSINESS CARD PRICING

BUSINESS CARDS - RETAIL PRICING - Please enter your total retail price for the following quantities of business cards (1 name/individual) printed on 130lb, 352gsm or 16 pt. Coated Cover. Assume job is file-ready – **PLEASE DO NOT include charges** for graphic design & artwork, but **do include** all pre-flight, file handling, cutting, and boxing charges/fees that might apply. Include shipping charges, if any, for jobs produced by brokers.

	Qty 250	Qty 500	Qty 1,000
1. 4/0 with bleed produced digitally in-house			
2. 4/4 with bleed produced digitally in-house			
3. 4/0 with bleed produced by Broker			
4. 4/4 with bleed produced by Broker			

Business Card Graphic Design & Art Charges

Charges Per Side, low price	
Charges Per Side, average price	
Charges Per Side, high price	

22. GENERAL DISCOUNTING PRACTICES

1. SPECIAL DISCOUNTS OFFERED - While most printers are indeed computerized when it comes to pricing, we also know that special discounts are often applied based upon the value of the job and/or type of customer. As a general rule, and taking into account some of the sample jobs priced previously, what *PERCENT* would you tend to discount under the following price and customer-type scenarios: (**Example**: if your normal, retail price for a specific job would be $500, what if any percentage discounts would you offer based upon the scenarios outlined?). Simply enter a whole number between 0 - 100 and the survey software will convert to the appropriate percent discount. If you would discount a $500 job to an existing customer 20% and charge only $400, you would **enter 20**, not .20 or 20%.

* If you tend to automatically apply a discount for good/larger existing customers then enter that discount here.

** Some owners are prepared to offer a special discount to brand new walk-in type customers if they perceive the potential of this customer to grow into a significant account.

*** This discount reflects the largest percentage discount you would be prepared to offer on jobs in this price range.

	$250	$500	$1,000	$2,500	$5,000
Existing Customer* Discount (enter whole #)					
"Walk-In Customer"*** % Disc. (enter whole #)					
Lowest Price*** - Largest % Disc. (enter whole #)					

Thank You!

Thank you for completing this worksheet. You should now visit our official survey website at **http://NPRC2021digitalsurvey.loyaltyloop.org** where you will re-enter your answers from this worksheet.

Be sure and retain a copy of this worksheet in the event it is needed for verification purposes at a later date. When you visit our Survey site, please remember to complete all the name and address data requested at the end of the survey. You would be surprised at the number of firms who submit a survey but fail to provide "participant" data at the end.

Remember, the deadline for submitting your survey data is Jan. 29, 2021.