

21. BUSINESS CARDS - DIGITAL & BROKERED

2b. RETAIL PRICING – Please enter your total retail price for the following quantities of business cards (1name/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.

4/0 BUSINESS CARDS BROKERED

| TOTAL PRICE | Qty 250 | Qty 500 | Qty 1,000 |
|------------------------------------|-------------|-------------|-------------|
| Average Price | \$56.14 | \$66.19 | \$85.41 |
| Median Price | \$55.00 | \$65.00 | \$82.50 |
| 10% Low Price (average)..... | \$50.53 | \$59.57 | \$76.87 |
| 10% High Price (average)..... | \$61.75 | \$72.81 | \$93.95 |
| PRICE PER CARD | Qty 250 | Qty 500 | Qty 1,000 |
| Average Price/card..... | \$0.22 | \$0.13 | \$0.09 |
| Median Price/card..... | \$0.22 | \$0.13 | \$0.08 |
| 10% Low Price/card (average) | \$0.20 | \$0.12 | \$0.08 |
| 10% High Price/card (average)..... | \$0.25 | \$0.15 | \$0.09 |
| Average/Median Deviation | 2.1% | 1.8% | 3.5% |

4/4 BUSINESS CARDS BROKERED

| TOTAL PRICE | Qty 250 | Qty 500 | Qty 1,000 |
|------------------------------------|-------------|-------------|-------------|
| Average Price | \$65.77 | \$76.67 | \$100.24 |
| Median Price | \$65.00 | \$75.00 | \$95.00 |
| 10% Low Price (average)..... | \$59.20 | \$69.00 | \$90.22 |
| 10% High Price (average)..... | \$72.35 | \$84.33 | \$110.27 |
| PRICE PER CARD | Qty 250 | Qty 500 | Qty 1,000 |
| Average Price/card..... | \$0.26 | \$0.15 | \$0.10 |
| Median Price/card..... | \$0.26 | \$0.15 | \$0.10 |
| 10% Low Price/card (average) | \$0.24 | \$0.14 | \$0.09 |
| 10% High Price/card (average)..... | \$0.29 | \$0.17 | \$0.11 |
| Average/Median Deviation | 2.2% | 5.5% | 7.6% |

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