

14. NEWSLETTERS/CATALOGS & DIRECTORIES (8-Page, Self-Cover) 8.5x11 Finished Size

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 8.5x11" and 11x17" 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 13x19" sigs, 6x9" finished size products can be produced using two different size signatures - 1-up sigs measuring 9.5x13" or 2-up sigs. Measuring 13x19". The total impressions/clicks indicated below assume running the product on 9.5x13" sigs. If running 2-up, reduce total click charges by 50%.

- 8-Page Newsletter (2, 4-page 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.

8-PAGE NEWSLETTER PRICING				
TOTAL PRICE	100 ea. of (2) 12x18 Sigs 4/4 <i>(400 Total Clicks)</i>	500 ea. of (2) 12x18 Sigs 4/4 <i>(2,000 Total Clicks)</i>	1,000 ea. of (2) 12x18 Sigs 4/4 <i>(4,000 Total Clicks)</i>	2,500 ea. of (2) 12x18 Sigs 4/4 <i>(10,000 Total Clicks)</i>
Average Price	\$301.68	\$929.09	\$1,611.54	\$3,169.08
Median Price	\$301.13	\$895.00	\$1,568.50	\$2,984.01
10% Low Price (average).....	\$271.51	\$836.18	\$1,450.39	\$2,852.17
10% High Price (average).....	\$331.84	\$1,022.00	\$1,772.70	\$3,485.99
PRICE PER NEWSLETTER	100 ea. of (2) 12x18 Sigs 4/4 <i>(400 Total Clicks)</i>	500 ea. of (2) 12x18 Sigs 4/4 <i>(2,000 Total Clicks)</i>	1,000 ea. of (2) 12x18 Sigs 4/4 <i>(4,000 Total Clicks)</i>	2,500 ea. of (2) 12x18 Sigs 4/4 <i>(10,000 Total Clicks)</i>
Average Price/newsletter	\$3.02	\$1.86	\$1.61	\$1.27
Median Price/newsletter	\$3.01	\$1.79	\$1.57	\$1.19
10% Low Price (average).....	\$2.72	\$1.67	\$1.45	\$1.14
10% High Price (average).....	\$3.32	\$2.04	\$1.77	\$1.39
Average/Median Deviation	0.2%	3.8%	2.7%	6.2%

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

19. DIGITALLY PRINTED ENVELOPES (4 SIZES)

3. **Envelope Pricing (#10/24 Envelopes)** – 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.

#10/24 ENVELOPES, 1/0, NO BLEEDS				
TOTAL PRICE	Qty 100	Qty 500	Qty 1,000	Qty 2,500
Average Price	\$52.97	\$105.15	\$162.47	\$293.79
Median Price	\$50.00	\$98.00	\$152.53	\$274.00
10% Low Price (average).....	\$47.68	\$94.64	\$146.22	\$264.41
10% High Price (average).....	\$58.27	\$115.67	\$178.72	\$323.17
PRICE PER ENVELOPE	Qty 100	Qty 500	Qty 1,000	Qty 2,500
Average Price/envelope	\$0.53	\$0.21	\$0.16	\$0.12
Median Price/envelope.....	\$0.50	\$0.20	\$0.15	\$0.11
10% Low Price/envelope (average)	\$0.48	\$0.19	\$0.15	\$0.11
10% High Price/envelope (average)	\$0.58	\$0.23	\$0.18	\$0.13
Average/Median Deviation	5.9%	7.3%	6.5%	7.2%

#10/24 ENVELOPES, 4/0, NO BLEEDS				
TOTAL PRICE	Qty 100	Qty 500	Qty 1,000	Qty 2,500
Average Price	\$73.48	\$180.18	\$286.05	\$535.85
Median Price	\$70.00	\$184.00	\$289.00	\$540.00
10% Low Price (average).....	\$66.13	\$162.16	\$257.45	\$482.27
10% High Price (average).....	\$80.83	\$198.20	\$314.66	\$589.44
PRICE PER ENVELOPE	Qty 100	Qty 500	Qty 1,000	Qty 2,500
Average Price/envelope	\$0.73	\$0.36	\$0.29	\$0.21
Median Price/envelope.....	\$0.70	\$0.37	\$0.29	\$0.22
10% Low Price/envelope (average)	\$0.66	\$0.32	\$0.26	\$0.19
10% High Price/envelope (average)	\$0.81	\$0.40	\$0.31	\$0.24
Average/Median Deviation	5.0%	-2.1%	-1.0%	-0.8%

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

21. BUSINESS CARDS - DIGITAL & BROKERED

2a. 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 DIGITAL BUSINESS CARDS PRODUCED IN-HOUSE

TOTAL PRICE	Qty 250	Qty 500	Qty 1,000
Average Price	\$52.98	\$66.67	\$86.44
Median Price	\$50.00	\$65.00	\$85.00
10% Low Price (average).....	\$47.68	\$60.00	\$77.80
10% High Price (average).....	\$58.28	\$73.34	\$95.08
PRICE PER CARD	Qty 250	Qty 500	Qty 1,000
Average Price/card.....	\$0.21	\$0.13	\$0.09
Median Price/card.....	\$0.20	\$0.13	\$0.09
10% Low Price/card (average)	\$0.19	\$0.12	\$0.08
10% High Price/card (average).....	\$0.23	\$0.15	\$0.10
Average/Median Deviation	6.0%	2.6%	1.7%

4/4 DIGITAL BUSINESS CARDS PRODUCED IN-HOUSE

TOTAL PRICE	Qty 250	Qty 500	Qty 1,000
Average Price	\$68.37	\$87.26	\$122.58
Median Price	\$67.75	\$85.00	\$118.00
10% Low Price (average).....	\$61.53	\$78.54	\$110.32
10% High Price (average).....	\$75.20	\$95.99	\$134.84
PRICE PER CARD	Qty 250	Qty 500	Qty 1,000
Average Price/card.....	\$0.27	\$0.17	\$0.12
Median Price/card.....	\$0.27	\$0.17	\$0.12
10% Low Price/card (average)	\$0.25	\$0.16	\$0.11
10% High Price/card (average).....	\$0.30	\$0.19	\$0.13
Average/Median Deviation	2.7%	3.9%	2.1%

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