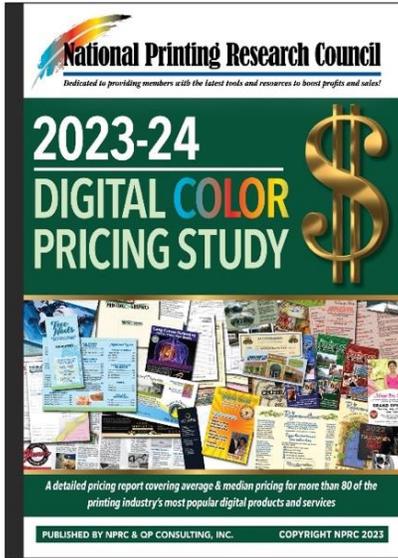


Worksheet for the 2023-2024 NPRC Digital Color Pricing Survey

Please follow these instructions carefully in order 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 strongly encourage you to print-out and complete this worksheet PDF.

Second, once you've completed the worksheet, go to our on-line survey at: [NPRC2023digitalsurvey.loyaltyloop.org](https://nprc2023digitalsurvey.loyaltyloop.org) This is where you will re-enter your answers to our survey questionnaire. (See the link at the end of this worksheet.)

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 **Feb. 21, 2023**, you will be entitled to receive a copy of the **2023-2024 Digital Color Pricing Study absolutely FREE**. However, you must follow our survey instructions carefully in order to receive your free copy.

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 3. Total square feet (all locations) 5. Owner's age
 2. Number of locations 4. Year firm was founded

6. Market Size Rural (less than 25,000) Small (25,000-100,000) Medium (100,000-300,000)
 Large (300,000 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
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

9. **Annual Total Sales** for the following years:

2021 Sales
 2022 Sales
 2023 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 briefly)

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 grade your firm's ability to accurately capture & account for time spent by graphic designers & artists?

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?	<input style="width: 100%; height: 20px;" type="text"/>
	Provided by your graphics department?	<input style="width: 100%; height: 20px;" type="text"/>
	Total	<input style="width: 100%; height: 20px;" type="text"/>

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): <input style="width: 100%; height: 20px;" type="text"/>	Hourly fee for preparing basic variable data files (letters, postcards, etc.): <input style="width: 100%; height: 20px;" type="text"/>	Hourly fee for preparing complex variable data files (tax bills, statements, transactional printing): <input style="width: 100%; height: 20px;" type="text"/>
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3. 24# WATERMARKED STATIONERY

24# Watermarked Stationery & Matching Envelopes - Assume you are provided with an approved graphics 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/quantity in question. Please note that matching watermarked envelopes are covered later in this survey.

	Qty 100	Qty 500	Qty 1,000	Qty 2,500
24# 8.5 x 11" Watermarked Letterhead (blk)	<input style="width: 100%; height: 20px;" type="text"/>			
24# 8.5 x 11" Watermarked Letterhead 4/0	<input style="width: 100%; height: 20px;" type="text"/>			
#10/24 Matching Envelopes (blk)	<input style="width: 100%; height: 20px;" type="text"/>			
#10/24 Matching Envelopes 4/0	<input style="width: 100%; height: 20px;" type="text"/>			

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 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.)

1. 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	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Retail Pricing 4/4	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

2. 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	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Retail Pricing 4/4	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

5. FLYERS & CATALOG SHEETS - 11 X 17"

1. 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	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Retail Pricing 4/4	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

2. 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	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Retail Pricing 4/4	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

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	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Retail Pricing 4/4	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

2. Postcards, finished size 6 x 9," full-bleed on 100# coated cover. Note second 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, 4/4	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Postcards, 4/4 with variable data 1-S	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

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

8. 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 below 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	2,500 sets
2-Part Forms (no number)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
2-Part Forms (consecutively numbered on-line)*	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

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

	250 sets	500 sets	1,000 sets	2,500 sets
3-Part Forms (no number)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
3-Part Forms (consecutively numbered on-line)*	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

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 below only if numbering is accomplished in-line on your digital device; otherwise, please leave blank.

1. 2-Part, 4/0 Carbonless, finished size 8.5 x 11, 1-sided.

	250 sets	500 sets	1,000 sets	2,500 sets
2-Part Forms (no number)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
2-Part Forms (consecutively numbered on-line)*	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

2. 3-Part, 4/0 Carbonless, finished size 8.5 x 11, 1-sided

	250 sets	500 sets	1,000 sets	2,500 sets
3-Part Forms (no number)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
3-Part Forms (consecutively numbered on-line)*	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

1. 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 to image txt only	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
2. Total charge to image cover stock	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

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 in question and we will calculate markup percentages, gross profit etc. (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.

Cost \$25	Cost \$100	Cost \$500	Cost \$1,000	Cost \$2,500
<input type="text"/>				

#11 Capabilities for Producing Digital Long Sheets

Does your firm have the capabilities to produce in-house "Digital Long Sheets" measuring 11" x 25.5" or similar size?

YES () NO ()

Please list Make & Model: Make: _____ Model: _____

Average Monthly Volume: _____

Your Price to image the following on **60# offset**:

1-Sided 100 11" x 25.5" 4/0, 60#...	1-Sided 500 11" x 25.5" 4/0, 60#...	1-Sided 1,000 11" x 25.5" 4/0, 60#...
<input type="text"/>	<input type="text"/>	<input type="text"/>
2-sided 100 11" x 25.5" 4/4, 60#...	2-sided 500 11" x 25.5" 4/4, 60#...	2-sided 1,000 11" x 25.5" 4/4, 60#...
<input type="text"/>	<input type="text"/>	<input type="text"/>

Your Price to image the following on **100# coated text**:

1-Sided 100 11" x 25.5" 4/0, 100#...	1-Sided 500 11" x 25.5" 4/0, 100#...	1-Sided 1,000 11" x 25.5" 4/0, 100#...
<input type="text"/>	<input type="text"/>	<input type="text"/>
2-sided 100 11" x 25.5" 4/4, 100#...	2-sided 500 11" x 25.5" 4/4, 100#...	2-sided 1,000 11" x 25.5" 4/4, 100#...
<input type="text"/>	<input type="text"/>	<input type="text"/>

12. NEWSLETTERS/CATALOGS & DIRECTORIES (Self-Cover)

Finished size 5.5 x 8.5" - Full Bleed (8, 16, 24 & 32-Pages)

FOR CLARIFICATION PURPOSES, the first four questions below (#11-#14) are "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 four products with the variable being delivery quantity- **8-page, 16-page, 24-page** and **32-pages**. 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 8.5x11" (with full bleed) that are generally produced using 12x18" sigs, 5.5x8.5" finished size products can be produced using two different size signatures - 1-up sigs measuring 9x12" or 2-up sigs. Measuring 12x18". The total impressions/clicks indicated below assume running this product on 9x12" sigs.

If running 2-up, reduce total click charges by 50%.

1. 8-Page Newsletter (2) 9x12" pages sigs, finished product size 5.5x8.5" (full bleeds, both sigs) 100# coated text, 4/4; Please provide total price, for these newsletters in the quantities indicated.

Qty 100
100 ea. (2) 9x12" sigs 4/4
(400 total clicks)

Qty 500
500 ea (2) 9x12" sigs 4/4
(2,000 total clicks)

Qty 1,000
1,000 ea (2) 9x12" sigs 4/4
(4,000 total clicks)

Qty 2,500
2,500 ea (2) 9x12" sigs 4/4
(10,000 total clicks)

2. 16-Page Newsletter (4) 9x12" pages sigs, finished product size 5.5x8.5" (full bleed, 4 sigs) 100# coated text, 4/4; Please provide total price, as indicated above, including all finishing, for quantities indicated.

Qty 100
100 ea. (4) 9x12" sigs 4/4
(800 total clicks)

Qty 500
500 ea. (4) 9x12" sigs 4/4
(4,000 total clicks)

Qty 1,000
1,000 ea. (4) 9x12" sigs 4/4
(8,000 total clicks)

Qty 2,500
2,500 ea (4) 9x12" sigs 4/4
(20,000 total clicks)

3. 24-Page Newsletter (6) 9x12" pages sigs, finished product size 5.5x8.5" (full bleeds, 6 sigs) 100# coated text, 4/4; Please provide total price, as indicated above, including all finishing, for quantities indicated.

Qty 100
100 ea. (6) 9x12" sigs 4/4
(1,200 total clicks)

Qty 500
500 ea. (6) 9x12" sigs 4/4
(6,000 total clicks)

Qty 1,000
1,000 ea. (6) 9x12" sigs 4/4
(12,000 total clicks)

Qty 2,500
2,500 ea (6) 9x12" sigs 4/4
(30,000 total clicks)

4. 32-Page Newsletter (8) 9x12" pages sigs, finished product size 5.5x8.5" (full bleeds, 8 sigs) 100# coated text, 4/4; Please provide total price, as indicated above, including all finishing, for quantities indicated.

Qty 100
100 ea. (8) 9x12" sigs 4/4
(1,600 total clicks)

Qty 500
500 ea. (8) 9x12" sigs 4/4
(8,000 total clicks)

Qty 1,000
1,000 ea. (8) 9x12" sigs 4/4
(16,000 total clicks)

Qty 2,500
2,500 ea (8) 9x12" sigs 4/4
(40,000 total clicks)

13. PRICING NEWSLETTERS, CATALOGS & DIRECTORIES

Finished size 8.5 x 11" - Full Bleed (8,16, 24 & 32-Pages), Self cover

FOR CLARIFICATION PURPOSES, the four questions below are for "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 four variations - **8-page**, **16-page**, **24-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 5.5x8.5" (with full bleed) that have the option of being produced using two different size signatures - 1-up sigs measuring 9x12" or 2-up sigs measuring 12x18", the total impressions/clicks indicated below assume only running the product 1-up on 12x18" sigs.

1. 8-Page Newsletter (2) 12x18" pages sigs), finished product size 8.5x11" (full bleeds, both sigs) 100# coated text, 4/4;
Please provide total price, for these newsletters in the quantities indicated.

Qty 100 100 ea. (2) 12.x18" sigs 4/4 (400 total clicks)	Qty 500 500 ea (2) 12X18" sigs 4/4 (2,000 total clicks)	Qty 1,000 1,000 ea (2) 12X18" sigs 4/4 (4,000 total clicks)	Qty 2,500 2,500 ea (2) 12X18" sigs 4/4 (10,000 total clicks)
<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>

2. 16-Page Newsletter (4 - 12x18" page sigs), finished product size 8.5x11" (full bleed, 4 sigs.) 100# coated text, 4/4;
Please provide total price, as indicated above, including all finishing, for quantities indicated.

Qty 100 100 ea. (4) 12X18" sigs 4/4 (800 total clicks)	Qty 500 500 ea. (4) 12X18" sigs 4/4 (4,000 total clicks)	Qty 1,000 1,000 ea. (4) 12X18" sigs 4/4 (8,000 total clicks)	Qty 2,500 2,500 ea (4) 12X18" sigs 4/4 (20,000 total clicks)
<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>

3. 24-Page Newsletter (6) 12x18" page sigs), finished product size 8.5x11" (full bleeds, 6 sigs) 100# coated text, 4/4;
Please provide total price, as indicated above, including all finishing, for quantities indicated.

Qty 100 100 ea. (6) 12X18" sigs 4/4 (1,200 total clicks)	Qty 500 500 ea. (6) 12X18" sigs 4/4 (6,000 total clicks)	Qty 1,000 1,000 ea. (6) 12X18" sigs 4/4 (12,000 total clicks)	Qty 2,500 2,500 ea (6) 12X18" sigs 4/4 (30,000 total clicks)
<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>

4. 32-Page Newsletter (8) 12x18" page sigs), finished product size 8.5x11" (full bleeds, 8 sigs) 100# coated text, 4/4;
Please provide total price, as indicated above, including all finishing, for quantities indicated.

Qty 100 100 ea. (8) 12X18" sigs 4/4 (1,600 total clicks)	Qty 500 500 ea. (8) 12X18" sigs 4/4 (8,000 total clicks)	Qty 1,000 1,000 ea. (8) 12X18" sigs 4/4 (16,000 total clicks)	Qty 2,500 2,500 ea (8) 12X18" sigs 4/4 (40,000 total clicks)
<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>

1. 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

14. COIL-BOUND BOOK OR DIRECTORY

1. **14. A 40-page coil-bound book or directory - Finished size 8.5x11"**, 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 11x17 as opposed to running 1-up on 8.5x11. If running 2-up, the total clicks indicated below would be 50% less.

Qty 50
50 ea. of (20) 8.5x11 sigs 4/4
(2,000 total clicks + cover)*

Qty 100
100 ea. of (20) 8.5x11 sigs 4/4
(4,000 total clicks + cover)*

Qty 500
500 ea. of (20) 8.5x11 sigs 4/4
(20,000 total clicks + cover)*

Qty 1,000
1,000 ea. of (20) 8.5x11 sigs 4/4
(40,000 total clicks)*

2. **15. A 100-page coil-bound book or directory - Finished size 8.5x11"**, 100 pages 70# offset (50 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 11x17 as opposed to running 1-up on 8.5x11. If running 2-up, the total clicks indicated below would be 50% less.

Qty 50
50 ea. of (50) 8.5x11 sigs 4/4
(5,000 total clicks + cover)*

Qty 100
100 ea. of (50) 8.5x11 sigs 4/4
(10,000 total clicks + cover)*

Qty 500
500 ea. of (50) 8.5x11 sigs 4/4
(50,000 total clicks + cover)*

Qty 1,000
1,000 ea. of (50) 8.5x11 sigs 4/4
(100,000 total clicks)*

15. 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, BLK	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
#10/24, white wove, 4/0	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
#10/24, white wove <u>window</u> , BLK	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
#10/24, white wove <u>window</u> , 4/0	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
# 6x9" white wove, BLK	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
#6x9" white wove, 4/0	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
9 x 12 catalog, white wove, BLK	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
9 x 12 catalog, white wove, 4/0	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

16. 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
 Hasler
 iJetColor
 Intec
 Konica Minolta
 Oki
 PSI
 Rena
 Ricoh
 Xante Illumina
 Xerox

Other

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
1. Rating of printer	<input type="radio"/>									
2. Rating of service by current vendor/supplier	<input type="radio"/>									

17. 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?	<input style="width: 80px; height: 15px;" type="text"/>
Digitally Printed - % of Business Cards sales produced in-house on digital printers?	<input style="width: 80px; height: 15px;" type="text"/>
Brokered Out - % of Business Card sales produced by outside vendors? (% \$\$\$ sold)	<input style="width: 80px; height: 15px;" type="text"/>
Total	<input style="width: 80px; height: 15px;" type="text"/>

18. 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	<input style="width: 100px; height: 15px;" type="text"/>	<input style="width: 100px; height: 15px;" type="text"/>	<input style="width: 100px; height: 15px;" type="text"/>
2. 4/4 with bleed produced digitally in-house	<input style="width: 100px; height: 15px;" type="text"/>	<input style="width: 100px; height: 15px;" type="text"/>	<input style="width: 100px; height: 15px;" type="text"/>
3. 4/0 with bleed produced by Broker	<input style="width: 100px; height: 15px;" type="text"/>	<input style="width: 100px; height: 15px;" type="text"/>	<input style="width: 100px; height: 15px;" type="text"/>
4. 4/4 with bleed produced by Broker	<input style="width: 100px; height: 15px;" type="text"/>	<input style="width: 100px; height: 15px;" type="text"/>	<input style="width: 100px; height: 15px;" type="text"/>
5. Graphic Design/Art Charges Per Side, low price	<input style="width: 100px; height: 15px;" type="text"/>		
6. Graphic Design/Art Charges Per Side, average price	<input style="width: 100px; height: 15px;" type="text"/>		
7. Graphic Design/Art Charges Per Side, high price	<input style="width: 100px; height: 15px;" type="text"/>		

19. 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 20% and charge \$400 you would **enter 20**, not .20 or 20%.

	\$250	\$500	\$1,000	\$2,500	\$5,000
Existing Customer* Discount (enter whole #)	<input type="text"/>				
"Walk-In Customer" ** % Disc. (enter whole #)	<input type="text"/>				
Lowest Price*** - Largest % Disc. (enter whole #)	<input type="text"/>				

* 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

PART 3: Survey Participant Data

Be sure to retain a copy of this worksheet...

First Name

Last Name

Company Name

Address

City, State & Zip

Email Address

Phone #

Remember, this is your worksheet. Be sure to save it. Now that you have completed it, please go to:

Nprc2023digitalsurvey.loyaltyloop.org

The link above will take you to an almost identical, on-line version of this worksheet where you will re-enter your answers into our on-line survey. At the end of the official survey, you will be asked to provide us with a full name, company name, address and most important of all an email address. Please be sure to enter all data correctly. Thank you for your participation.