



Cost Calculations: Answer Key



Presentation
Systems Inc.

24" eColor+ System

MATTE PAPER

Cost per 100' roll: 24" = \$54

Cost per linear foot: 24" = \$0.54

GLOSSY PAPER

Cost per 100' roll: 24" = \$144

Cost per linear foot: 24" = \$1.44

BANNER VINYL

Cost per 40' roll: 24" = \$150

Cost per linear foot: 24" = \$3.75

"CHARLIE" ADHESIVE

Cost per 100' roll: 24" = \$325

Cost per linear foot: 24" = \$3.25

LAWN SIGN*

Cost per 12"x18" sign: Sign & Stand \$2.23 + Charlie (1/2 of 1.5 feet) \$2.44 = \$4.67

Cost per 24"x18" sign: Sign & Stand \$3.37 + Charlie (1.5 feet) \$4.88 = \$8.25

INK

Cost per 5 cartridge set: 130ml = \$505 300ml = \$915

130ml	Minimum Yield: 250 (24"x36")	250x3=750 ft	\$505/750 = \$0.67/ft
	Maximum Yield: 500 (24"x36")	500x3=1,500 ft	\$505/1,500 = \$0.33/ft

Average cost per linear foot: 130 ml = \$0.50

300ml	Minimum Yield: 600 (24"x36")	600x3=1,800ft	\$915/1,800 = \$0.51/ft
	Maximum Yield: 1200 (24"x36")	1,200x3=3,600ft	\$915/3,600 = \$0.25/ft

Average cost per linear foot: 300 ml = \$0.38

*Because you can print two 12"x18" lawn signs using one 24"x18" print of Charlie, you would figure it out as follows:

Example: 12"x18" sign cost + ½(18" Charlie) = cost of 12"x18" finished lawn sign

36" eColor+ System

MATTE PAPER

Cost per 100' roll: 36" = \$62

Cost per linear foot: 36" = \$0.62

GLOSSY PAPER

Cost per 100' roll: 36" = \$145

Cost per linear foot: 36" = \$1.45

BANNER VINYL

Cost per 40' roll: 36" = \$195

Cost per linear foot: 36" = \$4.88

"CHARLIE" ADHESIVE

Cost per 100' roll: 36" = \$425

Cost per linear foot: 36" = \$4.25

LAWN SIGN*

Cost per 12"x18" sign: Sign & Stand \$2.23 + Charlie (1/2 of 1.5 feet) \$2.44 = \$4.67

Cost per 24"x18" sign: Sign & Stand \$3.37 + Charlie (1.5 feet) \$4.88 = \$8.25

INK

Cost per 5 cartridge set: 130ml = \$505 300ml = \$915

130ml	Minimum Yield: 250 (24"x36")	250x3=750 ft	\$505/750 = \$0.67/ft
	Maximum Yield: 500 (24"x36")	500x3=1,500 ft	\$505/1,500 = \$0.33/ft

Average cost per linear foot: 130 ml = \$0.50

300ml	Minimum Yield: 600 (24"x36")	600x3=1,800ft	\$915/1,800 = \$0.51/ft
	Maximum Yield: 1200 (24"x36")	1,200x3=3,600ft	\$915/3,600 = \$0.25/ft

Average cost per linear foot: 300 ml = \$0.38

*Because you can print two 12"x18" lawn signs using one 24"x18" print of Charlie, you would figure it out as follows:

Example: 12"x18" sign cost + ½(18" Charlie) = cost of 12"x18" finished lawn sign

24" eColor+ System *(The highest cost for ink was used in calculations)*

Poster/Banner Size	Media Type	Approximate Cost	Approximate Cost
24" x 18"	Matte Paper	M=\$0.81 + I=\$0.75	\$1.56
24" x 24"	Matte Paper	M=\$1.08 + I=\$1.00	\$2.08
24" x 36"	Matte Paper	M=\$1.62 + I=\$1.50	\$3.12
24" x 48"	Matte Paper	M=\$2.16 + I=\$2.00	\$4.16
24" x 60"	Matte Paper	M=\$2.70 + I=\$2.50	\$5.20
24" x 18"	Glossy Paper	M=\$2.16 + I=\$0.75	\$2.91
24" x 24"	Glossy Paper	M=\$2.88 + I=\$1.00	\$3.88
24" x 36"	Glossy Paper	M=\$4.32 + I=\$1.50	\$5.82
24" x 48"	Glossy Paper	M=\$5.76 + I=\$2.00	\$7.76
24" x 60"	Glossy Paper	M=\$7.20 + I=\$2.50	\$9.70
24" x 60"	Banner Vinyl	M=\$18.75 + I=\$2.50	\$21.25
24" x 72"	Banner Vinyl	M=\$22.50 + I=\$3.00	\$25.50
24" x 96"	Banner Vinyl	M=\$30.00 + I=\$4.00	\$34.00
24" x 120"	Banner Vinyl	M=\$37.50 + I=\$5.00	\$42.50
24" x 12"	"Charlie"	M=\$3.25 + I=\$0.50	\$3.75
24" x 18"	"Charlie"	M=\$4.88 + I=\$0.75	\$5.63
24" x 24"	"Charlie"	M=\$6.50 + I=\$1.00	\$7.50
24" x 36"	"Charlie"	M=\$9.75 + I=\$1.50	\$11.25
12" x 18"	Lawn Sign	M=\$4.67 + I=\$0.50	\$5.17
24" x 18"	Lawn Sign	M=\$8.25 + I=\$0.75	\$9.00

Prices do not reflect STEP Rewards start-up package or discount pricing. Approximates are at the high end of the range to print on the indicated media types/sizes.

36" eColor+ System *(The highest cost for ink was used in calculations)*

Poster/Banner Size	Media Type	Calculation (M=Media I=Ink)	Approximate Cost
*18" x 24"	Matte Paper	M=\$0.62 + I=\$0.50	\$1.12
36" x 24"	Matte Paper	M=\$1.24 + I=\$1.00	\$2.24
36" x 36"	Matte Paper	M=\$1.86 + I=\$1.50	\$3.36
36" x 48"	Matte Paper	M=\$2.48 + I=\$2.00	\$4.48
36" x 60"	Matte Paper	M=\$3.10 + I=\$2.50	\$5.60
*18" x 24"	Glossy Paper	M=\$1.45 + I=\$0.50	\$1.95
36" x 24"	Glossy Paper	M=\$2.90 + I=\$1.00	\$3.90
36" x 36"	Glossy Paper	M=\$4.35 + I=\$1.50	\$5.85
36" x 48"	Glossy Paper	M=\$5.80 + I=\$2.00	\$7.80
36" x 60"	Glossy Paper	M=\$7.25 + I=\$2.50	\$9.75
36" x 60"	Banner Vinyl	M=\$24.40 + I=\$2.50	\$26.90
36" x 72"	Banner Vinyl	M=\$29.28 + I=\$3.00	\$32.28
36" x 96"	Banner Vinyl	M=\$39.04 + I=\$4.00	\$43.04
36" x 120"	Banner Vinyl	M=\$48.80 + I=\$5.00	\$53.80
36" x 12"	"Charlie"	M=\$4.25 + I=\$0.50	\$4.75
*18" x 24"	"Charlie"	M=\$4.25 + I=\$0.50	\$4.75
36" x 24"	"Charlie"	M=\$8.50 + I=\$1.00	\$9.50
36" x 36"	"Charlie"	M=\$12.75 + I=\$1.50	\$14.25
12" x 18"	Lawn Sign	M=\$4.36 + I=\$0.25	\$4.61
24" x 18"	Lawn Sign	M=\$7.62 + I=\$0.50	\$8.12

*Keep in mind that you will be able to fit two posters per designated size when using an 18" template, so the cost is the length divided by two

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