



Cost Calculations: Answer Key



Presentation
Systems Inc.

24" eColor+ NEON System

PREMIUM MATTE PAPER

Cost per 100' roll: 24" = \$84

Cost per linear foot: 24" = \$0.84

GLOSSY PHOTO PAPER

Cost per 100' roll: 24" = \$205

Cost per linear foot: 24" = \$2.05

STANDARD BANNER VINYL

Cost per 60' roll: 24" = \$175

Cost per linear foot: 24" = \$2.92

"CHARLIE" ADHESIVE VINYL

Cost per 100' roll: 24" = \$425

Cost per linear foot: 24" = \$4.25

LAWN SIGN

Cost per 24"x18" sign: Sign & Stand \$4.17 + Charlie (1.5 feet) \$6.38 = \$10.55

INK

Cost per 5 cartridge set: 130ml = \$756 300ml = \$1,336

130ml Minimum Yield: 250 (24"x36") 250x3=750 ft \$756/750 = \$1.01/ft

Maximum Yield: 500 (24"x18") 500x1.5=750 ft \$756/750 = \$1.01/ft

Average cost per linear foot: 130 ml = \$0.88

300ml Minimum Yield: 600 (24"x36") 600x3=1,800ft \$1,336/1,800 = \$0.74/ft

Maximum Yield: 1200 (24"x18") 1,200x1.5=1,800ft \$1,336/1,800 = \$0.74/ft

Average cost per linear foot: 300 ml = \$0.88

36" eColor+ NEON System

PREMIUM MATTE PAPER

Cost per 100' roll: 36" = \$96

Cost per linear foot: 36" = \$0.96

GLOSSY PHOTO PAPER

Cost per 100' roll: 36" = \$226

Cost per linear foot: 36" = \$2.26

STANDARD BANNER VINYL

Cost per 60' roll: 36" = \$263

Cost per linear foot: 36" = \$4.38

"CHARLIE" ADHESIVE VINYL

Cost per 100' roll: 36" = \$600

Cost per linear foot: 36" = \$6.00

LAWN SIGN*

Cost per 24"x18" sign: Sign & Stand \$4.17 + Charlie (1ft) \$6.00 = \$10.17

INK

Cost per 5 cartridge set: 130ml = \$756 300ml = \$1,336

130ml Minimum Yield: 250 (24"x36") 250x3=750 ft \$756/750 = \$1.01/ft

Maximum Yield: 500 (24"x18") 500x1.5=750 ft \$756/750 = \$1.01/ft

Average cost per linear foot: 130 ml = \$0.88

300ml Minimum Yield: 600 (24"x36") 600x3=1,800ft \$1,336/1,800 = \$0.74/ft

Maximum Yield: 1200 (24"x18") 1,200x1.5=1,800ft \$1,336/1,800 = \$0.74/ft

Average cost per linear foot: 300 ml = \$0.88

*Because you can print two 24"x18" lawn signs using one 24"x36" print of Charlie, you would figure it out as follows:

Example: 24"x18" sign cost + ½(2 Feet of 36" Charlie) = cost of 24"x18" finished lawn sign

24" eColor+ NEON 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=\$1.26 + I=\$1.32	\$2.58
24" x 24"	Matte Paper	M=\$1.68 + I=\$1.76	\$3.44
24" x 36"	Matte Paper	M=\$2.52 + I=\$2.64	\$5.16
24" x 48"	Matte Paper	M=\$3.36 + I=\$3.52	\$6.88
24" x 60"	Matte Paper	M=\$4.20 + I=\$4.40	\$8.60
24" x 18"	Glossy Paper	M=\$3.08 + I=\$1.32	\$4.40
24" x 24"	Glossy Paper	M=\$4.10 + I=\$1.76	\$5.86
24" x 36"	Glossy Paper	M=\$6.15 + I=\$2.64	\$8.79
24" x 48"	Glossy Paper	M=\$8.20 + I=\$3.52	\$11.72
24" x 60"	Glossy Paper	M=\$10.25 + I=\$4.40	\$14.65
24" x 60"	Banner Vinyl	M=\$14.60 + I=\$4.40	\$19.00
24" x 72"	Banner Vinyl	M=\$17.52 + I=\$5.28	\$22.80
24" x 96"	Banner Vinyl	M=\$23.36 + I=\$7.04	\$30.40
24" x 120"	Banner Vinyl	M=\$29.20 + I=\$8.80	\$38.00
24" x 12"	"Charlie"	M=\$4.25 + I=\$0.88	\$5.13
24" x 18"	"Charlie"	M=\$6.38 + I=\$1.32	\$7.70
24" x 24"	"Charlie"	M=\$8.50 + I=\$1.76	\$10.26
24" x 36"	"Charlie"	M=\$12.75 + I=\$2.64	\$15.39
24" x 18"	Lawn Sign	M=\$10.55 + I=\$1.32	\$11.87

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+ NEON 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=\$0.96 + I=\$0.88	\$1.84
36" x 24"	Matte Paper	M=\$1.92 + I=\$1.76	\$3.68
36" x 36"	Matte Paper	M=\$2.88 + I=\$2.64	\$5.52
36" x 48"	Matte Paper	M=\$3.84 + I=\$3.52	\$7.36
36" x 60"	Matte Paper	M=\$4.80 + I=\$4.40	\$9.20
*18" x 24"	Glossy Paper	M=\$2.26 + I=\$0.88	\$3.14
36" x 24"	Glossy Paper	M=\$4.52 + I=\$1.76	\$6.28
36" x 36"	Glossy Paper	M=\$ 6.78 + I=\$2.64	\$9.42
36" x 48"	Glossy Paper	M=\$9.04 + I=\$3.52	\$12.56
36" x 60"	Glossy Paper	M=\$11.30 + I=\$4.40	\$15.70
36" x 60"	Banner Vinyl	M=\$21.90 + I=\$4.40	\$26.30
36" x 72"	Banner Vinyl	M=\$26.28 + I=\$5.28	\$31.56
36" x 96"	Banner Vinyl	M=\$35.04 + I=\$7.04	\$42.08
36" x 120"	Banner Vinyl	M=\$43.80 + I=\$8.80	\$52.60
36" x 12"	"Charlie"	M=\$6.00 + I=\$0.88	\$6.88
*18" x 24"	"Charlie"	M=\$6.00 + I=\$0.88	\$6.88
36" x 24"	"Charlie"	M=\$12.00 + I=\$1.76	\$13.76
36" x 36"	"Charlie"	M=\$18.00 + I=\$2.64	\$20.64
24" x 18"	Lawn Sign	M=\$10.17 + I=\$1.32	\$11.49

*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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