



Cost Calculations: Answer Key

Existing eColor Customers



Presentation
Systems Inc.

24" eColor Original System (650)

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 = \$850

130ml Minimum Yield: 250 (24"x36") 250x3=750 ft \$850/750 = \$1.13/ft

 Maximum Yield: 500 (24"x18") 500x1.5=750 ft \$850/750 = \$1.13/ft

Average cost per linear foot: 130 ml = \$1.13

24" eColor Standard System (680)

MATTE PAPER

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

Cost per linear foot: 24" = \$0.84

GLOSSY PAPER

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

Cost per linear foot: 24" = \$2.05

BANNER VINYL

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

Cost per linear foot: 24" = \$2.92

"CHARLIE" ADHESIVE

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 = \$665 300ml = \$1,210

130ml Minimum Yield: 250 (24"x36") 250x3=750 ft \$665/750 = \$0.88/ft

Maximum Yield: 500 (24"x18") 500x1.5=750 ft \$665/750 = \$0.88/ft

Average cost per linear foot: 130 ml = \$0.78

300ml Minimum Yield: 600 (24"x36") 600x3=1,800ft \$1,210/1,800 = \$0.67/ft

Maximum Yield: 1200 (24"x18") 1,200x1.5=1,800ft \$1,210/1,800 = \$0.67/ft

Average cost per linear foot: 300 ml = \$0.78

24" eColor Outdoor System (6400SE)

MATTE PAPER

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

Cost per linear foot: 24" = \$0.84

GLOSSY PAPER

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

Cost per linear foot: 24" = \$2.05

BANNER VINYL

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

Cost per linear foot: 24" = \$2.92

"CHARLIE" ADHESIVE

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 = \$832 300ml = \$1,558

130ml Minimum Yield: 250 (24"x36") 250x3=750 ft \$832/750 = \$1.11/ft

Maximum Yield: 500 (24"x18") 500x1.5=750 ft \$832/750 = \$1.11/ft

Average cost per linear foot: 130 ml = \$0.99

300ml Minimum Yield: 600 (24"x36") 600x3=1,800ft \$1,558/1,800 = \$0.87/ft

Maximum Yield: 1200 (24"x18") 1,200x1.5=1,800ft \$1,558/1,800 = \$0.87/ft

Average cost per linear foot: 300 ml = \$0.99

36" eColor Standard System (780)

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 (1 feet) \$6.00 = \$10.17

INK

Cost per 5 cartridge set: 130ml = \$665 300ml = \$1210

130ml Minimum Yield: 250 (24"x36") 250x3=750 ft \$665/750 = \$0.89 /ft

Maximum Yield: 500 (24"x18") 500x1.5=750 ft \$665/1,500 = \$0.89 /ft

Average cost per linear foot: 130 ml = \$0.78

300ml Minimum Yield: 600 (24"x36") 600x3=1,800ft \$1,210/1,800 = \$0.67 /ft

Maximum Yield: 1200 (24"x18") 1,200x1.5=1,800ft \$1,210/1,800 = \$0.67 /ft

Average cost per linear foot: 300 ml = \$0.78

*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 Original System - 650 *(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=\$1.70	\$2.96
24" x 24"	Matte Paper	M=\$1.68 + I=\$2.26	\$3.94
24" x 36"	Matte Paper	M=\$2.52 + I=\$3.39	\$5.91
24" x 48"	Matte Paper	M=\$3.36 + I=\$4.52	\$7.88
24" x 60"	Matte Paper	M=\$4.20 + I=\$5.65	\$9.85
24" x 18"	Glossy Paper	M=\$3.08 + I=\$1.70	\$4.77
24" x 24"	Glossy Paper	M=\$4.10 + I=\$2.26	\$6.36
24" x 36"	Glossy Paper	M=\$6.15 + I=\$3.39	\$9.54
24" x 48"	Glossy Paper	M=\$8.20 + I=\$4.52	\$12.72
24" x 60"	Glossy Paper	M=\$10.25 + I=\$5.65	\$15.90
24" x 60"	Banner Vinyl	M=\$14.60 + I=\$5.65	\$20.25
24" x 72"	Banner Vinyl	M=\$17.52 + I=\$6.78	\$24.30
24" x 96"	Banner Vinyl	M=\$23.36 + I=\$9.04	\$32.40
24" x 120"	Banner Vinyl	M=\$29.20 + I=\$11.30	\$40.50
24" x 12"	"Charlie"	M=\$4.25 + I=\$1.13	\$5.38
24" x 18"	"Charlie"	M=\$6.38 + I=\$1.70	\$8.07
24" x 24"	"Charlie"	M=\$8.50 + I=\$2.26	\$10.76
24" x 36"	"Charlie"	M=\$12.75 + I=\$3.39	\$16.14
24" x 18"	Lawn Sign	M=\$10.55 + I=\$1.70	\$12.24

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.

24" eColor Standard System - 680 *(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=\$1.17	\$2.43
24" x 24"	Matte Paper	M=\$1.68 + I=\$1.56	\$3.24
24" x 36"	Matte Paper	M=\$2.52 + I=\$2.34	\$4.86
24" x 48"	Matte Paper	M=\$3.36 + I=\$3.12	\$6.48
24" x 60"	Matte Paper	M=\$4.20 + I=\$3.90	\$8.10
24" x 18"	Glossy Paper	M=\$3.08 + I=\$1.17	\$4.25
24" x 24"	Glossy Paper	M=\$4.10 + I=\$1.56	\$5.66
24" x 36"	Glossy Paper	M=\$6.15 + I=\$2.34	\$8.49
24" x 48"	Glossy Paper	M=\$8.20 + I=\$3.12	\$11.32
24" x 60"	Glossy Paper	M=\$10.25 + I=\$3.90	\$14.15
24" x 60"	Banner Vinyl	M=\$14.60 + I=\$3.90	\$18.50
24" x 72"	Banner Vinyl	M=\$17.52 + I=\$4.68	\$22.20
24" x 96"	Banner Vinyl	M=\$23.36 + I=\$6.24	\$29.60
24" x 120"	Banner Vinyl	M=\$29.20 + I=\$7.80	\$37.00
24" x 12"	"Charlie"	M=\$4.25 + I=\$0.78	\$5.03
24" x 18"	"Charlie"	M=\$6.38 + I=\$1.17	\$7.55
24" x 24"	"Charlie"	M=\$8.50 + I=\$1.56	\$10.06
24" x 36"	"Charlie"	M=\$12.75 + I=\$2.34	\$15.09
24" x 18"	Lawn Sign	M=\$10.55 + I=\$1.17	\$11.72

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.

24" eColor Outdoor System – 6400SE *(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=\$1.49	\$2.75
24" x 24"	Matte Paper	M=\$1.68 + I=\$1.98	\$3.66
24" x 36"	Matte Paper	M=\$2.52 + I=\$2.97	\$5.49
24" x 48"	Matte Paper	M=\$3.36 + I=\$3.96	\$7.32
24" x 60"	Matte Paper	M=\$4.20 + I=\$4.95	\$9.15
24" x 18"	Glossy Paper	M=\$3.08 + I=\$1.49	\$4.56
24" x 24"	Glossy Paper	M=\$4.10 + I=\$1.98	\$6.08
24" x 36"	Glossy Paper	M=\$6.15 + I=\$2.97	\$9.12
24" x 48"	Glossy Paper	M=\$8.20 + I=\$3.96	\$12.16
24" x 60"	Glossy Paper	M=\$10.25 + I=\$4.95	\$15.20
24" x 60"	Banner Vinyl	M=\$14.60 + I=\$4.95	\$19.55
24" x 72"	Banner Vinyl	M=\$17.52 + I=\$5.94	\$23.46
24" x 96"	Banner Vinyl	M=\$23.36 + I=\$7.92	\$31.28
24" x 120"	Banner Vinyl	M=\$29.20 + I=\$9.90	\$39.10
24" x 12"	"Charlie"	M=\$4.25 + I=\$0.99	\$5.24
24" x 18"	"Charlie"	M=\$6.38 + I=\$1.49	\$7.86
24" x 24"	"Charlie"	M=\$8.50 + I=\$1.98	\$10.48
24" x 36"	"Charlie"	M=\$12.75 + I=\$2.97	\$15.72
24" x 18"	Lawn Sign	M=\$10.55 + I=\$1.49	\$12.03

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 Standard System - 780 (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=\$0.78	\$1.74
36" x 24"	Matte Paper	M=\$1.92 + I=\$1.56	\$3.48
36" x 36"	Matte Paper	M=\$2.88 + I=\$2.34	\$5.22
36" x 48"	Matte Paper	M=\$3.84 + I=\$3.12	\$6.96
36" x 60"	Matte Paper	M=\$4.80 + I=\$3.90	\$8.70
*18" x 24"	Glossy Paper	M=\$2.26 + I=\$0.78	\$3.04
36" x 24"	Glossy Paper	M=\$4.52 + I=\$1.56	\$6.08
36" x 36"	Glossy Paper	M=\$6.78 + I=\$2.34	\$9.12
36" x 48"	Glossy Paper	M=\$9.04 + I=\$3.12	\$12.16
36" x 60"	Glossy Paper	M=\$11.30 + I=\$3.90	\$15.20
36" x 60"	Banner Vinyl	M=\$21.90 + I=\$3.90	\$25.80
36" x 72"	Banner Vinyl	M=\$26.28 + I=\$4.68	\$30.96
36" x 96"	Banner Vinyl	M=\$35.04 + I=\$6.24	\$41.28
36" x 120"	Banner Vinyl	M=\$43.80 + I=\$7.80	\$51.60
36" x 12"	"Charlie"	M=\$6.00 + I=\$0.78	\$6.78
*18" x 24"	"Charlie"	M=\$6.00 + I=\$0.78	\$6.78
36" x 24"	"Charlie"	M=\$12.00 + I=\$1.56	\$13.56
36" x 36"	"Charlie"	M=\$18.00 + I=\$2.34	\$20.34
24" x 18"	Lawn Sign	M=\$10.17 + I=\$1.17	\$11.34

*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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