



# **Cost Calculations: Answer Key**

## **Existing eColor Customers**



Presentation  
Systems Inc.

## 24" eColor Original System (650)

### MATTE PAPER

Cost per 100' roll: 24" = \$80

Cost per linear foot: 24" = \$0.80

### GLOSSY PAPER

Cost per 100' roll: 24" = \$195

Cost per linear foot: 24" = \$1.95

### BANNER VINYL

Cost per 40' roll: 24" = \$165

Cost per linear foot: 24" = \$4.13

### "CHARLIE" ADHESIVE

Cost per 100' roll: 24" = \$380

Cost per linear foot: 24" = \$3.80

### LAWN SIGN

Cost per 24"x18" sign: Sign & Stand \$3.45 + Charlie (1.5 feet) \$5.70 = \$9.15

### INK

Cost per 5 cartridge set: 130ml = \$592

130ml      Minimum Yield: 250 (24"x36")      250x3=750 ft      \$592/750 = \$0.79/ft

                 Maximum Yield: 500 (24"x18")      500x1.5=750 ft      \$592/750 = \$0.79/ft

**Average cost per linear foot: 130 ml = \$0.79**

## 24" eColor Standard System (680)

### MATTE PAPER

Cost per 100' roll: 24" = \$80

Cost per linear foot: 24" = \$0.80

### GLOSSY PAPER

Cost per 100' roll: 24" = \$195

Cost per linear foot: 24" = \$1.95

### BANNER VINYL

Cost per 40' roll: 24" = \$165

Cost per linear foot: 24" = \$4.13

### "CHARLIE" ADHESIVE

Cost per 100' roll: 24" = \$380

Cost per linear foot: 24" = \$3.80

### LAWN SIGN

Cost per 24"x18" sign: Sign & Stand \$3.45 + Charlie (1.5 feet) \$5.70 = \$9.15

### INK

Cost per 5 cartridge set: 130ml = \$510      300ml = \$930

130ml      Minimum Yield: 250 (24"x36")      250x3=750 ft      \$510/750 = \$0.68/ft

Maximum Yield: 500 (24"x18")      500x1.5=750 ft      \$510/750 = \$0.68/ft

**Average cost per linear foot: 130 ml = \$0.68**

300ml      Minimum Yield: 600 (24"x36")      600x3=1,800ft      \$930/1,800 = \$0.52/ft

Maximum Yield: 1200 (24"x18")      1,200x1.5=1,800ft      \$930/1,800 = \$0.52/ft

**Average cost per linear foot: 300 ml = \$0.52**

## 24" eColor Outdoor System (6400SE)

### MATTE PAPER

Cost per 100' roll: 24" = \$80

Cost per linear foot: 24" = \$0.80

### GLOSSY PAPER

Cost per 100' roll: 24" = \$195

Cost per linear foot: 24" = \$1.95

### BANNER VINYL

Cost per 40' roll: 24" = \$165

Cost per linear foot: 24" = \$4.13

### "CHARLIE" ADHESIVE

Cost per 100' roll: 24" = \$380

Cost per linear foot: 24" = \$3.80

### LAWN SIGN

Cost per 24"x18" sign: Sign & Stand \$3.45 + Charlie (1.5 feet) \$5.70 = \$9.15

### INK

Cost per 5 cartridge set: 130ml = \$660      300ml = \$1,260

130ml      Minimum Yield: 250 (24"x36")      250x3=750 ft      \$660/750 = \$0.88/ft

Maximum Yield: 500 (24"x18")      500x1.5=750 ft      \$660/750 = \$0.88/ft

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

300ml      Minimum Yield: 600 (24"x36")      600x3=1,800ft      \$1,260/1,800 = \$0.70/ft

Maximum Yield: 1200 (24"x18")      1,200x1.5=1,800ft      \$1,260/1,800 = \$0.70/ft

**Average cost per linear foot: 300 ml = \$0.70**

## 36" eColor Standard System (780)

### MATTE PAPER

Cost per 100' roll: 36" = \$92

Cost per linear foot: 36" = \$0.92

### GLOSSY PAPER

Cost per 100' roll: 36" = \$215

Cost per linear foot: 36" = \$2.15

### BANNER VINYL

Cost per 40' roll: 36" = \$250

Cost per linear foot: 36" = \$6.25

### "CHARLIE" ADHESIVE

Cost per 100' roll: 36" = \$535

Cost per linear foot: 36" = \$5.35

### LAWN SIGN\*

Cost per 24"x18" sign: Sign & Stand \$3.45 + Charlie (1 ft) \$5.35 = \$8.80

### INK

Cost per 5 cartridge set: 130ml = \$510      300ml = \$930

130ml      Minimum Yield: 250 (24"x36")      250x3=750 ft      \$510/750 = \$0.68 /ft

Maximum Yield: 500 (24"x18")      500x1.5=750 ft      \$510/1,500 = \$0.68 /ft

**Average cost per linear foot: 130 ml = \$0.68**

300ml      Minimum Yield: 600 (24"x36")      600x3=1,800ft      \$930/1,800 = \$0.52 /ft

Maximum Yield: 1200 (24"x18")      1,200x1.5=1,800ft      \$930/1,800 = \$0.52 /ft

**Average cost per linear foot: 300 ml = \$0.52**

\*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)*

<b>Poster/Banner Size</b>	<b>Media Type</b>	<b>Approximate Cost</b>	<b>Approximate Cost</b>
24" x 18"	Matte Paper	M=\$1.20 + I=\$1.19	<b>\$2.39</b>
24" x 24"	Matte Paper	M=\$1.60 + I=\$1.58	<b>\$3.18</b>
24" x 36"	Matte Paper	M=\$2.40 + I=\$2.37	<b>\$4.77</b>
24" x 48"	Matte Paper	M=\$3.20 + I=\$3.16	<b>\$6.36</b>
24" x 60"	Matte Paper	M=\$4.00 + I=\$3.95	<b>\$7.95</b>
24" x 18"	Glossy Paper	M=\$2.93 + I=\$1.19	<b>\$4.12</b>
24" x 24"	Glossy Paper	M=\$3.90 + I=\$1.58	<b>\$5.48</b>
24" x 36"	Glossy Paper	M=\$5.85 + I=\$2.37	<b>\$8.22</b>
24" x 48"	Glossy Paper	M=\$7.80 + I=\$3.16	<b>\$10.96</b>
24" x 60"	Glossy Paper	M=\$9.75 + I=\$3.95	<b>\$13.70</b>
24" x 60"	Banner Vinyl	M=\$20.65 + I=\$3.95	<b>\$24.60</b>
24" x 72"	Banner Vinyl	M=\$24.78 + I=\$4.74	<b>\$29.52</b>
24" x 96"	Banner Vinyl	M=\$33.04 + I=\$6.32	<b>\$39.36</b>
24" x 120"	Banner Vinyl	M=\$41.30 + I=\$7.90	<b>\$49.20</b>
24" x 12"	"Charlie"	M=\$3.80 + I=\$0.79	<b>\$4.59</b>
24" x 18"	"Charlie"	M=\$5.70 + I=\$1.19	<b>\$6.89</b>
24" x 24"	"Charlie"	M=\$7.60 + I=\$1.58	<b>\$9.18</b>
24" x 36"	"Charlie"	M=\$11.40 + I=\$2.37	<b>\$13.77</b>
24" x 18"	Lawn Sign	M=\$9.15 + I=\$1.19	<b>\$10.34</b>

*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)*

<b>Poster/Banner Size</b>	<b>Media Type</b>	<b>Approximate Cost</b>	<b>Approximate Cost</b>
24" x 18"	Matte Paper	M=\$1.20 + I=\$0.90	<b>\$2.10</b>
24" x 24"	Matte Paper	M=\$1.60 + I=\$1.20	<b>\$2.80</b>
24" x 36"	Matte Paper	M=\$2.40 + I=\$1.80	<b>\$4.20</b>
24" x 48"	Matte Paper	M=\$3.20 + I=\$2.40	<b>\$5.60</b>
24" x 60"	Matte Paper	M=\$4.00 + I=\$3.00	<b>\$7.00</b>
24" x 18"	Glossy Paper	M=\$2.93 + I=\$0.90	<b>\$3.83</b>
24" x 24"	Glossy Paper	M=\$3.90 + I=\$1.20	<b>\$5.10</b>
24" x 36"	Glossy Paper	M=\$5.85 + I=\$1.80	<b>\$7.65</b>
24" x 48"	Glossy Paper	M=\$7.80 + I=\$2.40	<b>\$10.20</b>
24" x 60"	Glossy Paper	M=\$9.75 + I=\$3.00	<b>\$12.75</b>
24" x 60"	Banner Vinyl	M=\$20.65 + I=\$3.00	<b>\$23.65</b>
24" x 72"	Banner Vinyl	M=\$24.78 + I=\$3.60	<b>\$28.38</b>
24" x 96"	Banner Vinyl	M=\$33.04 + I=\$4.80	<b>\$37.84</b>
24" x 120"	Banner Vinyl	M=\$41.30 + I=\$6.00	<b>\$47.30</b>
24" x 12"	"Charlie"	M=\$3.80 + I=\$0.60	<b>\$4.40</b>
24" x 18"	"Charlie"	M=\$5.70 + I=\$0.90	<b>\$6.60</b>
24" x 24"	"Charlie"	M=\$7.60 + I=\$1.20	<b>\$8.80</b>
24" x 36"	"Charlie"	M=\$11.40 + I=\$1.80	<b>\$13.20</b>
24" x 18"	Lawn Sign	M=\$9.15 + I=\$0.90	<b>\$10.05</b>

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**24" eColor Outdoor System – 6400SE** *(The highest cost for ink was used in calculations)*

<b>Poster/Banner Size</b>	<b>Media Type</b>	<b>Approximate Cost</b>	<b>Approximate Cost</b>
24" x 18"	Matte Paper	M=\$1.20 + I=\$1.19	<b>\$2.39</b>
24" x 24"	Matte Paper	M=\$1.60 + I=\$1.58	<b>\$3.18</b>
24" x 36"	Matte Paper	M=\$2.40 + I=\$2.37	<b>\$4.77</b>
24" x 48"	Matte Paper	M=\$3.20 + I=\$3.16	<b>\$6.36</b>
24" x 60"	Matte Paper	M=\$4.00 + I=\$3.95	<b>\$7.95</b>
24" x 18"	Glossy Paper	M=\$2.93 + I=\$1.19	<b>\$4.12</b>
24" x 24"	Glossy Paper	M=\$3.90 + I=\$1.58	<b>\$5.48</b>
24" x 36"	Glossy Paper	M=\$5.85 + I=\$2.37	<b>\$8.22</b>
24" x 48"	Glossy Paper	M=\$7.80 + I=\$3.16	<b>\$10.96</b>
24" x 60"	Glossy Paper	M=\$9.75 + I=\$3.95	<b>\$13.70</b>
24" x 60"	Banner Vinyl	M=\$20.65 + I=\$3.95	<b>\$24.60</b>
24" x 72"	Banner Vinyl	M=\$24.78 + I=\$4.74	<b>\$29.52</b>
24" x 96"	Banner Vinyl	M=\$33.04 + I=\$6.32	<b>\$39.36</b>
24" x 120"	Banner Vinyl	M=\$41.30 + I=\$7.90	<b>\$49.20</b>
24" x 12"	"Charlie"	M=\$3.80 + I=\$0.79	<b>\$4.59</b>
24" x 18"	"Charlie"	M=\$5.70 + I=\$1.19	<b>\$6.89</b>
24" x 24"	"Charlie"	M=\$7.60 + I=\$1.58	<b>\$9.18</b>
24" x 36"	"Charlie"	M=\$11.40 + I=\$2.37	<b>\$13.77</b>
24" x 18"	Lawn Sign	M=\$9.15 + I=\$1.19	<b>\$10.34</b>

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**36" eColor Standard System - 780** (The highest cost for ink was used in calculations)

<b>Poster/Banner Size</b>	<b>Media Type</b>	<b>Calculation (M=Media I=Ink)</b>	<b>Approximate Cost</b>
*18" x 24"	Matte Paper	M=\$0.92 + I=\$0.60	<b>\$1.52</b>
36" x 24"	Matte Paper	M=\$1.84 + I=\$1.20	<b>\$3.04</b>
36" x 36"	Matte Paper	M=\$2.76 + I=\$1.80	<b>\$4.56</b>
36" x 48"	Matte Paper	M=\$3.68 + I=\$2.40	<b>\$6.08</b>
36" x 60"	Matte Paper	M=\$4.60 + I=\$3.00	<b>\$7.60</b>
*18" x 24"	Glossy Paper	M=\$2.15 + I=\$0.60	<b>\$2.75</b>
36" x 24"	Glossy Paper	M=\$4.30 + I=\$1.20	<b>\$5.50</b>
36" x 36"	Glossy Paper	M=\$6.45 + I=\$1.80	<b>\$8.25</b>
36" x 48"	Glossy Paper	M=\$8.60 + I=\$2.40	<b>\$11.00</b>
36" x 60"	Glossy Paper	M=\$10.75 + I=\$3.00	<b>\$13.75</b>
36" x 60"	Banner Vinyl	M=\$31.25 + I=\$3.00	<b>\$34.25</b>
36" x 72"	Banner Vinyl	M=\$37.50 + I=\$3.60	<b>\$41.10</b>
36" x 96"	Banner Vinyl	M=\$50.00 + I=\$4.80	<b>\$54.80</b>
36" x 120"	Banner Vinyl	M=\$62.50 + I=\$6.00	<b>\$68.50</b>
36" x 12"	"Charlie"	M=\$5.35 + I=\$0.60	<b>\$5.95</b>
*18" x 24"	"Charlie"	M=\$5.35 + I=\$0.60	<b>\$5.95</b>
36" x 24"	"Charlie"	M=\$10.70 + I=\$1.20	<b>\$11.90</b>
36" x 36"	"Charlie"	M=\$16.05 + I=\$1.80	<b>\$17.85</b>
24" x 18"	Lawn Sign	M=\$8.80 + I=\$0.90	<b>\$9.70</b>

\*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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