



Cost Calculations: Answer Key



Presentation
Systems Inc.

24" eColor+ System

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 = \$570 300ml = \$1,015

130ml Minimum Yield: 250 (24"x36") 250x3=750 ft \$570/750 = \$0.76/ft

Maximum Yield: 500 (24"x18") 500x1.5=750 ft \$570/750 = \$0.76/ft

Average cost per linear foot: 130 ml = \$0.76

300ml Minimum Yield: 600 (24"x36") 600x3=1,800ft \$1,015/1,800 = \$0.56/ft

Maximum Yield: 1200 (24"x18") 1,200x1.5=1,800ft \$1,015/1,800 = \$0.56/ft

Average cost per linear foot: 300 ml = \$0.56

36" eColor+ System

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 = \$570 300ml = \$1,015

130ml Minimum Yield: 250 (24"x36") 250x3=750 ft \$570/750 = \$0.76/ft

Maximum Yield: 500 (24"x18") 500x1.5=750 ft \$570/750 = \$0.76/ft

Average cost per linear foot: 130 ml = \$0.76

300ml Minimum Yield: 600 (24"x36") 600x3=1,800ft \$1,015/1,800 = \$0.56/ft

Maximum Yield: 1200 (24"x18") 1,200x1.5=1,800ft \$1,015/1,800 = \$0.56/ft

Average cost per linear foot: 300 ml = \$0.56

*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+ 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=\$1.20 + I=\$0.99	\$2.19
24" x 24"	Matte Paper	M=\$1.60 + I=\$1.32	\$2.92
24" x 36"	Matte Paper	M=\$2.40 + I=\$1.98	\$4.38
24" x 48"	Matte Paper	M=\$3.20 + I=\$2.64	\$5.84
24" x 60"	Matte Paper	M=\$4.00 + I=\$3.30	\$7.30
24" x 18"	Glossy Paper	M=\$2.93 + I=\$0.99	\$3.92
24" x 24"	Glossy Paper	M=\$3.90 + I=\$1.32	\$5.22
24" x 36"	Glossy Paper	M=\$5.85 + I=\$1.98	\$7.83
24" x 48"	Glossy Paper	M=\$7.80 + I=\$2.64	\$10.44
24" x 60"	Glossy Paper	M=\$9.75 + I=\$3.30	\$13.05
24" x 60"	Banner Vinyl	M=\$20.65 + I=\$3.30	\$23.95
24" x 72"	Banner Vinyl	M=\$24.78 + I=\$3.96	\$28.74
24" x 96"	Banner Vinyl	M=\$33.04 + I=\$5.28	\$38.32
24" x 120"	Banner Vinyl	M=\$41.30 + I=\$6.60	\$47.90
24" x 12"	"Charlie"	M=\$3.80 + I=\$0.66	\$4.46
24" x 18"	"Charlie"	M=\$5.70 + I=\$0.99	\$6.69
24" x 24"	"Charlie"	M=\$7.60 + I=\$1.32	\$8.92
24" x 36"	"Charlie"	M=\$11.40 + I=\$1.98	\$13.38
24" x 18"	Lawn Sign	M=\$9.15 + I=\$0.99	\$10.14

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=\$0.92 + I=\$0.66	\$1.58
36" x 24"	Matte Paper	M=\$1.84 + I=\$1.32	\$3.16
36" x 36"	Matte Paper	M=\$2.76 + I=\$1.98	\$4.74
36" x 48"	Matte Paper	M=\$3.68 + I=\$2.64	\$6.32
36" x 60"	Matte Paper	M=\$4.60 + I=\$3.30	\$7.90
*18" x 24"	Glossy Paper	M=\$2.15 + I=\$0.66	\$2.81
36" x 24"	Glossy Paper	M=\$4.30 + I=\$1.32	\$5.62
36" x 36"	Glossy Paper	M=\$6.45 + I=\$1.98	\$8.43
36" x 48"	Glossy Paper	M=\$8.60 + I=\$2.64	\$11.24
36" x 60"	Glossy Paper	M=\$10.75 + I=\$3.30	\$14.05
36" x 60"	Banner Vinyl	M=\$31.25 + I=\$3.30	\$34.55
36" x 72"	Banner Vinyl	M=\$37.50 + I=\$3.96	\$41.46
36" x 96"	Banner Vinyl	M=\$50.00 + I=\$5.28	\$55.28
36" x 120"	Banner Vinyl	M=\$62.50 + I=\$6.60	\$69.10
36" x 12"	"Charlie"	M=\$5.35 + I=\$0.66	\$6.01
*18" x 24"	"Charlie"	M=\$5.35 + I=\$0.66	\$6.01
36" x 24"	"Charlie"	M=\$10.70 + I=\$1.32	\$12.02
36" x 36"	"Charlie"	M=\$16.05 + I=\$1.98	\$18.03
24" x 18"	Lawn Sign	M=\$8.80 + I=\$0.99	\$9.79

*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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