



Cost Calculations: Answer Key



Presentation
Systems Inc.

24" eColor+ NEON 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 60' roll: 24" = \$165

Cost per linear foot: 24" = \$2.75

"CHARLIE" ADHESIVE

Cost per 100' roll: 24" = \$395

Cost per linear foot: 24" = \$3.95

LAWN SIGN

Cost per 24"x18" sign: Sign & Stand \$3.45 + Charlie (1.5 feet) \$5.93 = \$9.38

INK

Cost per 5 cartridge set: 130ml = \$690 300ml = \$1,225

130ml Minimum Yield: 250 (24"x36") 250x3=750 ft \$690/750 = \$0.92/ft

Maximum Yield: 500 (24"x18") 500x1.5=750 ft \$690/750 = \$0.92/ft

Average cost per linear foot: 130 ml = \$0.92

300ml Minimum Yield: 600 (24"x36") 600x3=1,800ft \$1,225/1,800 = \$0.68/ft

Maximum Yield: 1200 (24"x18") 1,200x1.5=1,800ft \$1,225/1,800 = \$0.68/ft

Average cost per linear foot: 300 ml = \$0.68

36" eColor+ NEON 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 60' roll: 36" = \$250

Cost per linear foot: 36" = \$4.17

"CHARLIE" ADHESIVE

Cost per 100' roll: 36" = \$560

Cost per linear foot: 36" = \$5.60

LAWN SIGN*

Cost per 24"x18" sign: Sign & Stand \$3.45 + Charlie (1ft) \$5.60 = \$9.05

INK

Cost per 5 cartridge set: 130ml = \$690 300ml = \$1,225

130ml Minimum Yield: 250 (24"x36") 250x3=750 ft \$690/750 = \$0.92/ft

Maximum Yield: 500 (24"x18") 500x1.5=750 ft \$690/750 = \$0.92/ft

Average cost per linear foot: 130 ml = \$0.92

300ml Minimum Yield: 600 (24"x36") 600x3=1,800ft \$1,225/1,800 = \$0.68/ft

Maximum Yield: 1200 (24"x18") 1,200x1.5=1,800ft \$1,225/1,800 = \$0.68/ft

Average cost per linear foot: 300 ml = \$0.68

*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=\$1.20 + I=\$1.20	\$2.40
24" x 24"	Matte Paper	M=\$1.60 + I=\$1.60	\$3.20
24" x 36"	Matte Paper	M=\$2.40 + I=\$2.40	\$4.80
24" x 48"	Matte Paper	M=\$3.20 + I=\$3.20	\$6.40
24" x 60"	Matte Paper	M=\$4.00 + I=\$4.00	\$8.00
24" x 18"	Glossy Paper	M=\$2.93 + I=\$1.20	\$4.13
24" x 24"	Glossy Paper	M=\$3.90 + I=\$1.60	\$5.50
24" x 36"	Glossy Paper	M=\$5.85 + I=\$2.40	\$8.25
24" x 48"	Glossy Paper	M=\$7.80 + I=\$3.20	\$11.00
24" x 60"	Glossy Paper	M=\$9.75 + I=\$4.00	\$13.75
24" x 60"	Banner Vinyl	M=\$13.75 + I=\$4.00	\$17.75
24" x 72"	Banner Vinyl	M=\$16.50 + I=\$4.80	\$21.30
24" x 96"	Banner Vinyl	M=\$22.00 + I=\$6.40	\$28.40
24" x 120"	Banner Vinyl	M=\$27.50 + I=\$8.00	\$35.50
24" x 12"	"Charlie"	M=\$3.95 + I=\$0.80	\$4.75
24" x 18"	"Charlie"	M=\$5.93 + I=\$1.20	\$7.13
24" x 24"	"Charlie"	M=\$7.90 + I=\$1.60	\$9.50
24" x 36"	"Charlie"	M=\$11.85 + I=\$2.40	\$14.25
24" x 18"	Lawn Sign	M=\$9.38 + I=\$1.20	\$10.58

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=\$0.92 + I=\$0.80	\$1.72
36" x 24"	Matte Paper	M=\$1.84 + I=\$1.60	\$3.44
36" x 36"	Matte Paper	M=\$2.76 + I=\$2.40	\$5.16
36" x 48"	Matte Paper	M=\$3.68 + I=\$3.20	\$6.88
36" x 60"	Matte Paper	M=\$4.60 + I=\$4.00	\$8.60
*18" x 24"	Glossy Paper	M=\$2.15 + I=\$0.80	\$2.95
36" x 24"	Glossy Paper	M=\$4.30 + I=\$1.60	\$5.90
36" x 36"	Glossy Paper	M=\$ 6.45 + I=\$2.40	\$8.85
36" x 48"	Glossy Paper	M=\$8.60 + I=\$3.20	\$11.80
36" x 60"	Glossy Paper	M=\$10.75 + I=\$4.00	\$14.75
36" x 60"	Banner Vinyl	M=\$20.85 + I=\$4.00	\$24.85
36" x 72"	Banner Vinyl	M=\$25.02 + I=\$4.80	\$29.82
36" x 96"	Banner Vinyl	M=\$33.36 + I=\$6.40	\$39.76
36" x 120"	Banner Vinyl	M=\$41.70 + I=\$8.00	\$49.70
36" x 12"	"Charlie"	M=\$5.60 + I=\$0.80	\$6.40
*18" x 24"	"Charlie"	M=\$5.60 + I=\$0.80	\$6.40
36" x 24"	"Charlie"	M=\$11.20 + I=\$1.60	\$12.80
36" x 36"	"Charlie"	M=\$16.80 + I=\$2.40	\$19.20
24" x 18"	Lawn Sign	M=\$9.05 + I=\$1.20	\$10.25

*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

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.