

Name: _____

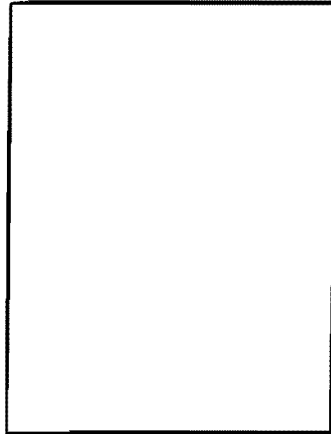
Production Manager for a Day

Client Says, "How much does it cost?"

Supplies Costs

Step 1

Draw a sketch of what our final page will look like with crop marks.



Step 2

How many sheets of paper do we need?

Step 3

How many reams of paper do we need?

Step 4

How much will paper cost? Enter that on the estimate.

Step 5

How much is the ink? Use the information to determine how much needed and cost. Enter that on the estimate.

Step 6

How many boxes do we need? Based on price per box, what is the cost? Enter that on the estimate.

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Production Manager for a Day

Client Says, "How much does it cost?"

Labor Costs

Step 7

How much do we charge for the graphic designer? Add that to the estimate

Step 8

How much do we charge for the prepress? Add that to the estimate

Step 9

How much do we charge for the printing/press fees? Add that to the estimate

Step 10

How much do we charge for the bindery person? Add that to the estimate

Step 11

How many cuts will we need to make? Based on the charges, how much will that cost? Add that to the estimate

Step 12

Total all your costs to get your Total Costs. Then figure out how to add a markup charge for your profit. Enter the markup on your estimate.

Step 13

How much is the Final Total? Enter that on the estimate.

Name: _____

Production Manager for a Day

Client Says, "How much does it cost?"

Estimate: VIT Production

Supplies

Paper Cost _____

Ink Cost _____

Boxes _____

Plates _____

Labor Costs

Design Dept _____

Prepress Dept _____

Printing _____

Bindery _____

Additional Costs

Set Up Fee _____

Cut Charges _____

Total Costs _____

Markup _____

Final Total

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Price Sheet

Copy Costs

	General	Student
Color 8.5 x 11	\$0.50	\$0.40
Color 11 x 17	\$0.85	\$0.68
2 sided 8.5 x 11	\$0.85	\$0.68
2 sides 11 x 17	\$1.40	\$1.10
B & W 8.5 x 11	\$0.04	\$0.03
B & W 11 x 17	\$0.07	\$0.06
2 sided 8.5 x 11	\$0.07	\$0.06
2 sided 11 x 17	\$0.11	\$0.10

General Fees

Plates.....	\$2 each
Cuts.....	\$1/cut
Set Up.....	\$15/color
Box/500 cards.....	\$0.50 each

Materials Cost

Ink:

All prices are per pound unless noted.

Black Inks

Intense Black.....	VS6137.....	\$5.40
Extreme Black.....	VS6138	\$5.60

Process Colors

Process Yellow	VS6130.....	\$6.30
Process Magenta.....	VS6131	\$6.85
Process Cyan.....	VS6132	\$6.75
Process Black.....	VS6133	\$5.30

Paper (10 reams per case)

Weight	Size	Sheets /ream	Cost/case
65# Cover, Uncoated, White.....	8.5 x 11	100	\$44.00
65# Cover, Uncoated, Bright Colors.....	8.5 x 11	100	\$65.00
90# Index, White.....	8.5 x 11	250	\$48.00
90# Index, Pastel Colors.....	8.5 x 11	250	\$48.00
20# Multipurpose Paper, Premium White	8.5 x 11.....	500	\$48.00

Labor Costs

Design.....	\$60/hr.
Prepress	\$40/hr
Press Work	\$23.50/hr
Bindery	\$20.50/hr.