



Estimate 4,285 Emission 08/08/2019 08:28 PM

Customer: **69174 - R R DONNELLEY & SONS CO** Contact: **Contact (Customer)**

Salesperson	501 - INTERNAL,BUSINESS	Agency
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Payment Term	Immediate Credit to Your Account	Cost Ref Date: 08/08/2019 08:28 PM
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Title	Banner	Product	Banner
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100			

Currency **US\$ - U.S. Dollar** Finished format **20 x 30"**

Process	Rep	Color	Varnish	Flat Format	Paper Format	Cutting format	Cut	Cycle Elem	Print system	Cycles	Printers	Trimmed Waste	Makeready
Banner	1	4 x 0	0 x 0	20 x 30"	63"	63 x 21.5"	1/2	2	1 Side	54			8.00 %
Flat 2p	1	4 x 0	0 x 0	20 x 30"	48 x 96"	96 x 48"	1/1	6	1 Side	17	Durst - 900		21.88 %

Description	Unit Qty	Qty	UN	Reviewed	Provided	Cost Unit	Total Cost
Acrylic, Clear - 1/4" 48 x 96" 10 ppi	17	544.00	ft2	<input type="checkbox"/>	<input type="checkbox"/>	3.49	1,898.56
Vinyl - Banner, Outdoor - 13 oz. 63" 120 ppi	54	508.00	ft2	<input type="checkbox"/>	<input type="checkbox"/>	0.12	60.96
Total				<input type="checkbox"/>	<input type="checkbox"/>		1,959.52

	2019	2018
Others Raw Material Cost	76,000	76,000

Description	Qty	UN	Reviewed	Provided	Cost Unit	Total Cost
Process - Wide Format UV	0.62	lbs	<input type="checkbox"/>	<input type="checkbox"/>	175.00	108.50
Total			<input type="checkbox"/>	<input type="checkbox"/>		108.50

[illegible]

Process	Description	Qty	UN	Reviewed	Provided	Cost Unit	Total Cost
	Total			<input type="checkbox"/>	<input type="checkbox"/>		

Production Cost	Variable Cost	Fixed Cost	Cost per Unit
100	100	100	200
200	200	100	300
300	300	100	400
400	400	100	500
500	500	100	600
600	600	100	700
700	700	100	800
800	800	100	900
900	900	100	1000
1000	1000	100	1100
1100	1100	100	1200
1200	1200	100	1300
1300	1300	100	1400
1400	1400	100	1500
1500	1500	100	1600
1600	1600	100	1700
1700	1700	100	1800
1800	1800	100	1900
1900	1900	100	2000
2000	2000	100	2100
2100	2100	100	2200
2200	2200	100	2300
2300	2300	100	2400
2400	2400	100	2500
2500	2500	100	2600
2600	2600	100	2700
2700	2700	100	2800
2800	2800	100	2900
2900	2900	100	3000
3000	3000	100	3100
3100	3100	100	3200
3200	3200	100	3300
3300	3300	100	3400
3400	3400	100	3500
3500	3500	100	3600
3600	3600	100	3700
3700	3700	100	3800
3800	3800	100	3900
3900	3900	100	4000
4000	4000	100	4100
4100	4100	100	4200
4200	4200	100	4300
4300	4300	100	4400
4400	4400	100	4500
4500	4500	100	4600
4600	4600	100	4700
4700	4700	100	4800
4800	4800	100	4900
4900	4900	100	5000
5000	5000	100	5100
5100	5100	100	5200
5200	5200	100	5300
5300	5300	100	5400
5400	5400	100	5500
5500	5500	100	5600
5600	5600	100	5700
5700	5700	100	5800
5800	5800	100	5900
5900	5900	100	6000
6000	6000	100	6100
6100	6100	100	6200
6200	6200	100	6300
6300	6300	100	6400
6400	6400	100	6500
6500	6500	100	6600
6600	6600	100	6700
6700	6700	100	6800
6800	6800	100	6900
6900	6900	100	7000
7000	7000	100	7100
7100	7100	100	7200
7200	7200	100	7300
7300	7300	100	7400
7400	7400	100	7500
7500	7500	100	7600
7600	7600	100	7700
7700	7700	100	7800
7800	7800	100	7900
7900	7900	100	8000
8000	8000	100	8100
8100	8100	100	8200
8200	8200	100	8300
8300	8300	100	8400
8400	8400	100	8500
8500	8500	100	8600
8600	8600	100	8700
8700	8700	100	8800
8800	8800	100	8900
8900	890		

Production Total Cost	2,443.00
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[illegible]

Rule	Default	Delivery Method	Customer pick up
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Sales Type	Standard	Qty	200.00
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Commissions	Original %	Real %	Value	Taxes/ Others Costs	Original %	Real %	Value
Commission Producer				Financial charge			
Commission Seller							
Target Price	5.00 %	5.00 %	134.60				
Total	5.00 %	5.00 %	134.60				

Product	Destination	Qty	Un	% Margin	\$ Margin	% Value add	\$ Value add	Unit Price	Price x Thousands	Total price	% Target Margin/ Table	Ideal Price/ Table	% Discount
Banner	Default	100.00	Cycles	10.89 %	29.18	60.63 %	180.11	2.9707	2,970.70	297.07	10.89 %	297.07	
Flat	Default	100.00	Each	10.11 %	219.90	18.54 %	443.95	23.9501	23,950.10	2,395.01	10.11 %	2,395.01	
Total		200.00		10.20 %	249.08	23.18 %	624.06	13.4604	13,460.40	2,692.08	10.20 %	2,692.08	

Product/ Delivery	Target Price	Target Price /	Weight	Weight /
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Product	Delivery	Value 1	%	Value 2	-	Quantity	Unit	Value 1	Value 2
Banner	Default	311.92				39.75	lbs		

Flat	Default	2,514.76				541.91 lbs			
Total		2,826.68				581.66 lbs			

Product/ Delivery

Production Price **PrePress / Press**

Product	Delivery	Quantity	Unit	Value 1	Value 2	
Banner	Default	100.00	Each	55.01	108.05	
Flat	Default	100.00	Each	55.01	158.82	
Total		200.00	Each	110.02	266.87	