

Customer 13366 Wells Fargo - Commercial Print
 Salesperson 556 - Drew Scott
 Payment Term 45 - Net 45 Days, Net 30 Days
 Title Pre-Qual Loanbook for the Specialty Materials Dept Mailings
 Currency US\$ - U.S. Dollar
 Remuneration Group Standard
 Contact Adam Heston (Customer)
 Agency
 Cost Estimate 08/07/2019 11:02 AM
 Product Bookend
 Finish for 8.5x11 7.75"

Process	Rep	Color	Varnish	Flat Format	Paper Format	Cutting format	Cut	Cycle Elem	Print system	Cycles	Printers	Trimmed Waste	Makerea...
Bookend Coll	1	4 x 0	0 x 0	8.5x11 7.75"	20.8125x29.5	29.5 x 20.8125	1/1	15	E/Side	688	HP 10K Plus	28.86 %	5.58 %

Substrate Cost											
Description	Unit Qty	Qty	UN	Reviewed	Provided	Cost Unit	Total Cost				
Blazer Satin Cover Digital FSC - 100 # 20.75 x 29.5" 200 ppl	Unit Qty	740	Qty	174.21	UN	Reviewed	Provided	Cost Unit	0.82	Total Cost	142.85
Actual Opaque Txt Super Smooth Wh Digital FSC - 80 # 29.5 x 20.8125" 330 ppl	1,370	141.65	lbs			0.98	139.85				

Description	Qty	UN	Reviewed	Provided	Cost Unit	Total Cost
Carton Box 35lb	4.00	each			1.00	4.00
Total	1.00	each			20.00	20.00
Total						34.00

Process	Activity	Production Group	Rep	In...	Waste Setup Waste	Waste Pro...	Speed	Elem Cycle	Producing Qty	UN	Setup Fixed	Setup Rep	Time Product	Cost Unit	Total Cost
Process	Insert 2 Pockets	Flow Master	1	1			2,753.90	5	4.00	Cycles			00:00:01	115.43	270.19
Bookend Coll	Bookings (Minimum)	Digital Printing Hard Proof	1	1			10,000.00	5	4.00	Cycles			00:00:01	50.00	0.02
Bookend Coll	Pal (Minimum)	Roller stock charge	1	1			4.00	5	685.00	Cycles			00:15:00	101.52	25.38
Bookend Coll	Digital Print F/B 4x4	HP 10K Plus charge	1	1	10	1.50 %	1,602.00	15	685.00	lbs	00:18		00:24:54	210.00	150.17
Bookend Coll	Digital Print F 4x0	HP 10K Plus	1	1	10	0.53 %	3,009.00	15	685.00	Cycles	00:18		00:09:08	200.00	135.33
Bookend Coll	Express (Minimum)	Digital Color with Hard Proof	1	1		0.56 %	2,396.40	15	715.00	Cycles	00:48		00:17:54	100.35	110.22
2-sheets (Coll	(Minimum)	Issue stock charge	1	1				5	685.00	lbs					248.95

Other Costs															
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Data Processin -	Additional 1/2 hr DP/Program	1	1				6,606.00	1	3,303.00	Cycles			00:30:00		
Data Processin -	Basic Data Processing	1	1				3,303.00	1	3,303.00	UN	Reviewed	Provided	01:00:00	138.96	138.96
Bookmark 2p	issue stock charge per pound Cost Unit Activity Quantity (Minimum)	1					6,606.00	1	174.31	lbs			00:30:00	0.06	10.00
Bookmark 2p	HP 10K Plus Cost per click (color) HP Cost unit (not in transformation) Activity Quantity + waste								2,960.00	each				0.02	739.21
Total															75.38

Other Costs															
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Production Cost															
Production Total Cost	499.07														

Sale Cost															
Rule: Default															
Sales Type: Standard															
Delivery Method	FOB JR Dock														
Qty	10,000.00														
1-sheet (Colla	Digital Prep with Hard Proof Preflight Cost Unit (in transformation) Fixed (Minimum)								1.00	each				36.75	36.75
1-sheet (Colla	Digital Prep with Hard Proof Proof Delivery Cost Unit (in transformation) Fixed (Minimum)								1.00	each				31.44	31.44
1-sheet (Colla	issue stock charge per pound Cost Unit Activity Quantity (Minimum)														
Customer Add Ons									70.83	lbs				0.07	5.00
Financial charge															
Labor Factor	HP 10K Plus Cost per click (color) HP Cost unit (not in transformation) Activity Quantity														
2-sheets (Colla	Digital Prep with Hard Proof Color Proof Cost Unit (in transformation) Fixed														
Total															

Sales price															
2-sheets (Colla	Digital	Destination Hard Proof Preflight Cost Unit (in transformation) Fixed (Minimum)							1.00	each				36.75	36.75
2-sheets (Colla	Digital	Prep with Hard Proof Proof Delivery Cost Unit (in transformation) Fixed (Minimum)							1.00	each				31.44	31.44
2-sheets (Colla	issue stock charge per pound Cost Unit Activity Quantity (Minimum)														
Product/ Delivery															
Data Processin	Additional 1/2 hr DP/Programming	cost per unit							1.00	each				81.15	81.15
Data Processin	Product Mail Handling / Drop Cost per unit	Delivery Cost Unit (in transformation) Fixed							1.00	each				54.10	54.10
Bookmark	Total	Default													

Production Cost															
Minimum Price	- /														

Product	Delivery	Value 1	%	Value 2	-
Bookmark	Default	533.39			
Rule	Default				
Sales Type	Standard				
Delivery Method	FOB JR Dock				
Qty	3,255.00				

Labor Factor			
Total			

Sales price

Product	Destination	Qty	Un	% Margin	\$ Margin	% Value add	\$ Value add	Unit Price	Price x Thousands	Total price	% Target Margin/ Table	Ideal Price/ Table	% Discount
Inserter	Default	3,255.00	each	0.22 %	69.30	98.93 %	30,725.98	9.5414	9,541.37	31,057.15	0.22 %	31,057.15	

Product/ Delivery		Mailing Pricing Breakdown /				Weight Pounds /				
Product	Delivery	Value 1	%	Value 2	-	Quantity	Unit	Value 1	Value 2	
Inserter	Default	274.24				142.54	lbs			

Product/ Delivery		Minimum Price - /			
Product	Delivery	Value 1	%	Value 2	-
Inserter	Default	31,057.15			