

## MarComm — Print Cost Estimate Matrix

Project Type	Size	Page Count	Color	Print Method	Quantity	Cost 1	Quantity	Cost 2	Quantity	Cost 3
<b>Event Poster - Large</b>	18" x 24"	1	2-color	Offset Printing	250	\$635.00	500	\$700.00	1000	\$800.00
<b>Event Poster - Medium</b>	11" x 17"	1	2-color	Offset Printing	250	\$550.00	500	\$600.00	1000	\$650.00
<b>Event Poster - Small</b>	8.5" x 11"	1	2-color	Offset Printing	250	\$535.00	500	\$550.00	1000	\$575.00
<b>Event Poster - Large</b>	18" x 24"	1	Full Color	Offset Printing	250	\$950.00	500	\$1,000.00	1000	\$1,100.00
<b>Event Poster - Medium</b>	11" x 17"	1	Full Color	Offset Printing	250	\$850.00	500	\$900.00	1000	\$950.00
<b>Event Poster - Small</b>	8.5" x 11"	1	Full Color	Offset Printing	250	\$825.00	500	\$850.00	1000	\$900.00
<b>Event Poster - Medium</b>	11" x 17"	1	Full Color	Digital Printing	250	\$250.00	500	\$375.00	1000	\$500.00
<b>Event Poster - Small</b>	8.5" x 11"	1	Full Color	Digital Printing	250	\$125.00	500	\$275.00	1000	\$350.00
<b>Brochure - 3-panel</b>	4" x 9"	6	2-color	Offset Printing	1500	\$925.00	2500	\$1,025.00	5000	\$1,275.00
<b>Brochure - Small (8-page self cover)</b>	6" x 9"	8	2-color	Offset Printing	1500	\$1,025.00	2500	\$1,175.00	5000	\$1,575.00
<b>Brochure - 3-panel</b>	4" x 9"	6	Full Color	Digital Printing	250	\$450.00	500	\$600.00	1000	\$950.00
<b>Brochure - Small (8-page self cover)</b>	6" x 9"	8	Full Color	Digital Printing	250	\$750.00	500	\$1,000.00	1000	\$1,250.00
<b>Brochure - 3-panel</b>	4" x 9"	6	Full Color	Offset Printing	1500	\$1,250.00	3000	\$1,500.00	5000	\$1,650.00
<b>Brochure - Small (8-page self cover)</b>	6" x 9"	8	Full Color	Offset Printing	1500	\$1,325.00	3000	\$1,600.00	5000	\$1,825.00
<b>Brochure - Large (16-page plus cover)</b>	8.5" x 11"	20	Full Color	Offset Printing	1500	\$3,750.00	3000	\$4,475.00	5000	\$5,375.00
<b>Postcard - Small</b>	4" x 6"	2	Full Color	Digital Printing	250	\$200.00	500	\$275.00	1000	\$325.00
<b>Postcard - Medium</b>	5" x 7"	2	Full Color	Digital Printing	250	\$250.00	500	\$300.00	1000	\$350.00
<b>Postcard - Large</b>	6" x 11"	2	Full Color	Digital Printing	250	\$300.00	500	\$400.00	1000	\$500.00
<b>Postcard - Small</b>	4" x 6"	2	Full Color	Offset Printing	1500	\$1,000.00	2500	\$1,100.00	5000	\$1,200.00
<b>Postcard - Medium</b>	5" x 7"	2	Full Color	Offset Printing	1500	\$1,025.00	2500	\$1,150.00	5000	\$1,250.00
<b>Postcard - Large</b>	6" x 11"	2	Full Color	Offset Printing	1500	\$1,175.00	2500	\$1,300.00	5000	\$1,450.00
<b>Invitation - Small (single card, with outer envelope)</b>	5" x 7"	2	2-color	Offset Printing	1500	\$1,275.00	2500	\$1,550.00	5000	\$2,050.00
<b>Invitation - Medium (4-panel folded card, with outer envelope)</b>	5" x 7"	4	2-color	Offset Printing	1500	\$1,675.00	2500	\$1,975.00	5000	\$2,700.00
<b>Invitation - Small (single card, with outer envelope)</b>	5" x 7"	2	Full Color	Digital Printing	250	\$450.00	500	\$550.00	1000	\$650.00
<b>Invitation - Medium (4-panel folded card, with outer envelope)</b>	5" x 7"	4	Full Color	Digital Printing	250	\$650.00	500	\$725.00	1000	\$900.00
<b>Invitation - Small (single card, with outer envelope)</b>	5" x 7"	2	Full Color	Offset Printing	1500	\$1,725.00	2500	\$1,950.00	5000	\$2,500.00
<b>Invitation - Medium (4-panel folded card, with outer envelope)</b>	5" x 7"	4	Full Color	Offset Printing	1500	\$2,175.00	2500	\$2,475.00	5000	\$3,200.00
<b>Invitation - Large (6-panel folded with reply card and envelope, plus outer envelope)</b>	5" x 7"	6	Full Color	Offset Printing	1500	\$2,500.00	2500	\$2,925.00	5000	\$4,000.00