

J O B E S T I M A T E E X A M P L E S

OFFSET
BUDGETED HOURLY RATE

DIGITAL
COST PER IMPRESSION

PRODUCTION

DESKTOP 1 HOUR @ \$50/HOUR	\$50	\$50
PLATEMAKING .5 HOUR @ \$50/HOUR	\$25	N/A
OFFSET PRESS 1 HOUR @ \$200/HOUR	\$200	N/A
DIGITAL PRESS 1000 IMP @ \$0.10/12x18 IMP	N/A	\$100
CUTTER .5 HOUR @ \$50/HOUR	\$25	\$25
FOLDER .5 HOUR @ \$45/HOUR	\$22.50	\$22.50
SUBTOTAL: PRODUCTION	\$322.50	\$197.50

MATERIALS

DESKTOP	N/A	N/A
PLATEMAKING 2 PLATES @ \$6	\$12	N/A
PRESS 500 SHEETS @ \$0.03	\$150	\$150
CUTTER	N/A	N/A
FOLDER	N/A	N/A
SUBTOTAL: MATERIALS	\$162	\$150

**TOTAL COST
TO PRODUCE**

\$484.50

\$347.50