



NPSOA 2020 Offset & Digital Printing Pricing Survey

Important Instructions

Please follow these instructions to receive your *FREE* copy of the final report.

- 1. Complete at least 50% of this worksheet.**
- 2. Visit the official NPSOA survey site where you will re-enter your answers and submit your survey for the NPSOA 2020 Printing Industry Offset & Digital Printing Pricing Study by December 18, 2020.**
- 3. For the best experience, we recommend printing this survey out and filling in the answers or completing this survey using Adobe Acrobat Reader or Pro.**

Survey Link: <https://www.surveymonkey.com/r/2020PIODPPS>

It is very important that you complete the worksheet as instructed. Due to our concerns regarding accuracy and the possibility of rejecting your survey form, we strongly urge you to complete this worksheet first, rather than attempting to go directly to the official electronic survey form. Please take your time and do it right.

YOU DO NOT HAVE TO answer every question or every section other than Parts 1 and 12 which are mandatory. Please, however, DO NOT guess or provide "rough" estimates. We reserve the right to reject any survey form that in our opinion contains either inaccurate or erroneous data, or where less than 50% of the questions have been answered. Please do not enter 0's or X's, simply leave questions blank for those questions for which you have no answer.

PLEASE REPORT current 2020 prices. Once again the Deadline for submitting the survey is December 12, 2020. Please answer ALL SURVEY QUESTIONS in regards to CURRENT 2020 PRICES.



NPSOA 2020 Offset & Digital Printing Pricing Survey

PART 1: GENERAL COMPANY DATA

1. Contact

Name

Company

Address

Address 2

City/Town

State/Province

ZIP/Postal Code

Country

Email Address

Phone Number

2. Number of Locations

3. Total square feet (all locations)

4. Year Founded

5. Owner's Age

6. Total Number of Employees - include all working owners for all location listed in question #2. For each 40 hrs. of part-time employees record as 1 full-time employee.

7. Market Size (population) Select one.

- ☐ Rural/Small Market (under 100,000)
- ☐ Medium Market (100,000 to 300,000)
- ☐ Large/Major Market (300,000 to 1 Million or more)

8. Trade Association Membership

- ☐ NPSOA
- ☐ SGIA/PIA
- ☐ Idealliance
- ☐ ISA
- ☐ Other (please specify)

9. Business Affiliation

- | | |
|---|----------------------------------|
| <input type="radio"/> Independent | <input type="radio"/> Minuteman |
| <input type="radio"/> Alliance Brands (Allegra, Image360, Signs Now, Sign by Tomorrow, Insty-Prints, American Speedy, KKP etc.) | <input type="radio"/> PIP |
| <input type="radio"/> AlphaGraphics | <input type="radio"/> Postnet |
| <input type="radio"/> C-Print | <input type="radio"/> Signarama |
| <input type="radio"/> Franklins | <input type="radio"/> Sir Speedy |
| <input type="radio"/> Inkwell | <input type="radio"/> FastSigns |
| <input type="radio"/> Kwik Kopy | |
| <input type="radio"/> Other (please specify) | |

10. Annual Total Sales - 2019

11. Annual Total Sales - 2020 Projected



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PART 2: PREPRESS, GRAPHIC SERVICES & INDUSTRY TRENDS

12. **Minimum Charges** - Do you charge a basic/minimum "preflight" or "file handling" fee for digital files provided by your customers? Select one.

- ☐ Yes
- ☐ No
- ☐ Other (describe)

13. **File Handling Fees** - If "yes" to the above question, what is the minimum "file handling" fee

For a simple job?

For a standard job?

For a complex job?

14. Logo Creation

Charge for a complete logo concept and creation?

Charge for fixing customer supplied logo for printing?

15. **Graphic Department Charges** - What are your charges for the following Graphic Services?

Minimum Charge?

Hourly Charge?

16. **File Prep Charge** - What is your **normal** file prep fee?

17. Jobs Provided by Whom? - What percent of the digital files that you print are... Should total to 100%

Provided by customer?

Provided by your graphics
department?

18. Percent of Color Digital Jobs Finished In-line?

19. Percent of Black & White Digital Jobs Finished In-line?

20. Variable Data Minimum and Hourly Fees - Minimum of Basic Variable Data Set-up Fee

Variable data (flat charge):

Hourly Fee for basic
variable data files (letters,
postcards, etc.):

Hourly Fee for complex
variable data files (tax bills,
statements, transactional
printing, etc.):

21. Do you give your client their artwork if they ask for it?

☐ Yes

☐ No

22. Do you charge for it?

☐ Yes

☐ No

☐ If "Yes", how much do you charge?



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PART 3: Pricing for Digital and/or Offset Printing

Please give your best price no matter if you would print it digitally or offset if the client supplied camera ready/print ready artwork. Include finished product to the customer including all charges for file prep, cutting, packaging etc. Please DO NOT use brokered pricing - only if you produce in-house. Write in the total price and NOT per piece.

23. Full Color Brochures/Flyers/Sell Sheets or similar products - Printed 4/0 on 100# Coated Text - Finished Size is 11" x 17" Full Bleed

| | |
|-----------------|----------------------|
| Quantity 100 | <input type="text"/> |
| Quantity 500 | <input type="text"/> |
| Quantity 1,000 | <input type="text"/> |
| Quantity 2,500 | <input type="text"/> |
| Quantity 5,000 | <input type="text"/> |
| Quantity 10,000 | <input type="text"/> |

24. Full Color Brochures/Flyers/Sell Sheets or similar products - Printed 4/4 on 100# Coated Text - Finished Size is 11" x 17" Full Bleed

| | |
|-----------------|----------------------|
| Quantity 100 | <input type="text"/> |
| Quantity 500 | <input type="text"/> |
| Quantity 1,000 | <input type="text"/> |
| Quantity 2,500 | <input type="text"/> |
| Quantity 5,000 | <input type="text"/> |
| Quantity 10,000 | <input type="text"/> |

25. Full Color Brochures/Flyers/Sell Sheets or similar products - Printed 4/0 on 100# Coated Cover - Finished Size is 11" x 17" Full Bleed

Quantity 100

Quantity 500

Quantity 1,000

Quantity 2,500

Quantity 5,000

Quantity 10,000

26. Full Color Brochures/Flyers/Sell Sheets or similar products - Printed 4/4 on 100# Coated Cover - Finished Size is 11" x 17" Full Bleed

Quantity 100

Quantity 500

Quantity 1,000

Quantity 2,500

Quantity 5,000

Quantity 10,000

27. Black & White Flyers/Forms or similar products - Printed 1/0 on White 60# Offset or 24# Bond - Finished Size is 8 1/2" x 11" NO Bleeds

Quantity 100

Quantity 500

Quantity 1,000

Quantity 2,500

Quantity 5,000

Quantity 10,000

28. Black & White Flyers/Forms or similar products - Printed 1/1 on White 60# Offset or 24# Bond - Finished Size is 8 1/2" x 11" NO Bleeds

Quantity 100

Quantity 500

Quantity 1,000

Quantity 2,500

Quantity 5,000

Quantity 10,000

29. Black & White Brochures/Flyers/Sell Sheets or similar products - Printed 1/0 on 80# White Cover - Finished Size is 8 1/2" x 11" NO Bleeds

Quantity 100

Quantity 500

Quantity 1,000

Quantity 2,500

Quantity 5,000

Quantity 10,000

30. Black & White Brochures/Flyers/Sell Sheets or similar products - Printed 1/1 on 80# White Cover - Finished Size is 8 1/2" x 11" NO Bleeds

Quantity 100

Quantity 500

Quantity 1,000

Quantity 2,500

Quantity 5,000

Quantity 10,000

31. Black & White Flyers/Forms or similar products - Printed 1/0 on White 60# Offset or White 24# Bond - Finished Size is 11" x 17" NO Bleeds

Quantity 100

Quantity 500

Quantity 1,000

Quantity 2,500

Quantity 5,000

Quantity 10,000

32. Black & White Flyers/Forms or similar products - Printed 1/1 on White 60# Offset or White 24# Bond - Finished Size is 11" x17" NO Bleeds

Quantity 100

Quantity 500

Quantity 1,000

Quantity 2,500

Quantity 5,000

Quantity 10,000

33. Black & White Brochures/Flyers/Sell Sheets or similar products - Printed 1/0 on 80# White Cover - Finished Size is 11" x17" NO Bleeds

Quantity 100

Quantity 500

Quantity 1,000

Quantity 2,500

Quantity 5,000

Quantity 10,000

34. Black & White Brochures/Flyers/Sell Sheets or similar products - Printed 1/1 on 80# White Cover - Finished Size is 11" x17" NO Bleeds

Quantity 100

Quantity 500

Quantity 1,000

Quantity 2,500

Quantity 5,000

Quantity 10,000

35. Postcards - Full Color - Printed 4/4 (Two Sides) on 100# White Cover - Finished Size is 4" x6" Full Bleed

Quantity 100

Quantity 500

Quantity 1,000

Quantity 2,500

Quantity 5,000

Quantity 10,000

36. Postcards - Full Color - Printed 4/4 (Two Sides) on 100# White Cover - Finished Size is 5 1/2" x 8 1/2" Full Bleed

Quantity 100

Quantity 500

Quantity 1,000

Quantity 2,500

Quantity 5,000

Quantity 10,000

37. Additional Charge for Addressing/Variable Data on Postcards

| | |
|-----------------|----------------------|
| Quantity 100 | <input type="text"/> |
| Quantity 500 | <input type="text"/> |
| Quantity 1,000 | <input type="text"/> |
| Quantity 2,500 | <input type="text"/> |
| Quantity 5,000 | <input type="text"/> |
| Quantity 10,000 | <input type="text"/> |

38. Additional Charge for Aqueous or UV Coating 1 side on 4" x 6" Postcards

| | |
|-----------------|----------------------|
| Quantity 100 | <input type="text"/> |
| Quantity 500 | <input type="text"/> |
| Quantity 1,000 | <input type="text"/> |
| Quantity 2,500 | <input type="text"/> |
| Quantity 5,000 | <input type="text"/> |
| Quantity 10,000 | <input type="text"/> |

39. Additional Charge for Aqueous or UV Coating 2 sides on 4" x 6" Postcards

| | |
|-----------------|----------------------|
| Quantity 100 | <input type="text"/> |
| Quantity 500 | <input type="text"/> |
| Quantity 1,000 | <input type="text"/> |
| Quantity 2,500 | <input type="text"/> |
| Quantity 5,000 | <input type="text"/> |
| Quantity 10,000 | <input type="text"/> |

40. Forms - 2 Part Carbonless (White/Yellow) Printed Black ink 1/0 Finished Size 8 1/2" x 11"

| | |
|---------------------|----------------------|
| Quantity 100 sets | <input type="text"/> |
| Quantity 250 sets | <input type="text"/> |
| Quantity 500 sets | <input type="text"/> |
| Quantity 1,000 sets | <input type="text"/> |
| Quantity 2,500 sets | <input type="text"/> |

41. Forms - 3 Part Carbonless (White/Yellow/Pink) Printed Black ink 1/0 Finished Size 8 1/2" x 11"

Quantity 100 sets

Quantity 250 sets

Quantity 500 sets

Quantity 1,000 sets

Quantity 2,500 sets

42. Forms - 4 Part Carbonless (White/Yellow/Pink/Gold) Printed Black ink 1/0 Finished Size 8 1/2" x 11"

Quantity 100 sets

Quantity 250 sets

Quantity 500 sets

Quantity 1,000 sets

Quantity 2,500 sets

43. Forms - 2 Part Carbonless (White/Yellow) Printed Full Color 4/0 Finished Size 8 1/2" x 11"

Quantity 100 sets

Quantity 250 sets

Quantity 500 sets

Quantity 1,000 sets

Quantity 2,500 sets

44. Forms - 3 Part Carbonless (White/Yellow/Pink) Printed Full Color 4/0 Finished Size 8 1/2" x 11"

Quantity 100 sets

Quantity 250 sets

Quantity 500 sets

Quantity 1,000 sets

Quantity 2,500 sets

45. Forms - 4Part Carbonless (White/Yellow/Pink/Gold) Printed Full Color 4/0 Finished Size 8 1/2" x 11"

Quantity 100 sets

Quantity 250 sets

Quantity 500 sets

Quantity 1,000 sets

Quantity 2,500 sets

46. Additional Charge for Numbering Carbonless Forms

Quantity 100 sets

Quantity 250 sets

Quantity 500 sets

Quantity 1,000 sets

Quantity 2,500 sets

47. How do you produce the numbering for the above question?

☐

Crash Numbering - done off-line

☐

Digital Numbering - produced as you print the forms

48. Business Cards - Full Color 4/0 (One side) - Printed in House on your house Cover Stock 12pt/100# to 16pt/130#

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

49. Business Cards - Full Color 4/4 (Two Sided) - Printed on your house Cover Stock 12pt/100# to 16pt/130#

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

**50. Additional Charge for Aqueous or UV Coating ONE side - Printed in House on your house Cover
Stock 12pt/100# to 16pt/130#**

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

**51. Additional Charge for Aqueous or UV Coating TWO sides - Printed in House on your house Cover
Stock 12pt/100# to 16pt/130#**

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

52. Business Cards - Full Color 4/0 (One side) - BROKERED on 16pt Coated Cover

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

53. Business Cards - Full Color 4/4 (Two Sides) - BROKERED on 16pt Coated Cover

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

54. Whom are you brokering to?

☐

4Over

☐

Navitor

☐

AWT

☐

Print-O-Graphic

☐

BCE

☐

Zoo Printing

☐

BCT

☐

Other (describe)

55. Percent of Business Cards orders printed digitally or offset In House vs. Brokered

Percent Printed In-House

Percent Brokered

56. #10 Regular Envelopes - Commercial Grade - Printed 1/0 in Black Ink either Digitally or Offset.

Prices should assume a Print Ready File provided and include all plates, ink and paper.

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

Quantity 2,500

Quantity 5,000

Quantity 10,000

57. #10 Window Envelopes - Commercial Grade - Printed 1/0 Black Ink either Digitally or Offset. Prices should assume a Print Ready File provided and include all plates, ink and paper.

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

Quantity 2,500

Quantity 5,000

Quantity 10,000

58. #9 Regular Envelopes - Commercial Grade - Printed 1/0 Black Ink either Digitally or Offset. Prices should assume a Print Ready File provided and include all plates, ink and paper.

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

Quantity 2,500

Quantity 5,000

Quantity 10,000

59. #6 3/4 Regular Envelopes - Commercial Grade - Printed 1/0 Black Ink either Digitally or Offset. Prices should assume a Print Ready File provided and include all plates, ink and paper.

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

Quantity 2,500

Quantity 5,000

Quantity 10,000

60. 6" x 9" 28# White Wove - Commercial Booklet Envelopes Printed 1/0 Black Ink either Digitally or Offset. Prices should assume a Print Ready File provided and include all plates, ink and paper.

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

Quantity 2,500

Quantity 5,000

Quantity 10,000

61. 9" x 12" 28# White Wove - Commercial Booklet Envelopes Printed 1/0 Black Ink either Digitally or Offset. Prices should assume a Print Ready File provided and include all plates, ink and paper.

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

Quantity 2,500

Quantity 5,000

Quantity 10,000

62. #10 Regular Envelopes - Commercial Grade - Printed 2/0 in Black & One Standard Color Ink either Digitally or Offset. Prices should assume a Print Ready File provided and include all plates, ink and paper.

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

Quantity 2,500

Quantity 5,000

Quantity 10,000

63. #10 Window Envelopes - Commercial Grade - Printed 2/0 in Black & One Standard Color Ink either Digitally or Offset. Prices should assume a Print Ready File provided and include all plates, ink and paper.

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

Quantity 2,500

Quantity 5,000

Quantity 10,000

64. #9 Regular Envelopes - Commercial Grade - Printed 2/0 in Black & One Standard Color Ink either Digitally or Offset. Prices should assume a Print Ready File provided and include all plates, ink and paper.

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

Quantity 2,500

Quantity 5,000

Quantity 10,000

65. #6 3/4 Regular Envelopes - Commercial Grade - Printed 2/0 in Black & One Standard Color Ink either Digitally or Offset. Prices should assume a Print Ready File provided and include all plates, ink and paper.

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

Quantity 2,500

Quantity 5,000

Quantity 10,000

66. 6" x 9" 28# White Wove - Commercial Booklet Envelopes - Printed 2/0 in Black & One Standard Color Ink either Digitally or Offset. Prices should assume a Print Ready File provided and include all plates, ink and paper.

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

Quantity 2,500

Quantity 5,000

Quantity 10,000

67. 9" x 12" 28# White Wove - Commercial Booklet Envelopes - Printed 2/0 in Black & One Standard Color Ink either Digitally or Offset. Prices should assume a Print Ready File provided and include all plates, ink and paper.

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

Quantity 2,500

Quantity 5,000

Quantity 10,000

68. Additional Charge for PMS instead of Standard Color Ink

69. #10 Regular Envelopes - Commercial Grade - Printed in Full Color 4/0 either Digitally or Offset. Prices should assume a Print Ready File provided and include all plates, ink and paper.

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

Quantity 2,500

Quantity 5,000

Quantity 10,000

70. #10 Window Envelopes - Commercial Grade - Printed in Full Color 4/0 either Digitally or Offset. Prices should assume a Print Ready File provided and include all plates, ink and paper.

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

Quantity 2,500

Quantity 5,000

Quantity 10,000

71. #9 Regular Envelopes - Commercial Grade - Printed in Full Color 4/0 either Digitally or Offset.

Prices should assume a Print Ready File provided and include all plates, ink and paper.

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

Quantity 2,500

Quantity 5,000

Quantity 10,000

72. #6 3/4 Regular Envelopes - Commercial Grade - Printed in Full Color 4/0 either Digitally or Offset.

Prices should assume a Print Ready File provided and include all plates, ink and paper.

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

Quantity 2,500

Quantity 5,000

Quantity 10,000

73. 6" x 9" 28# White Wove - Commercial Booklet Envelopes - Printed in Full Color 4/0 either Digitally or Offset.

Prices should assume a Print Ready File provided and include all plates, ink and paper.

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

Quantity 2,500

Quantity 5,000

Quantity 10,000

74. 9" x 12" 28# White Wove - Commercial Booklet Envelopes - Printed in Full Color 4/0 either Digitally or Offset. Prices should assume a Print Ready File provided and include all plates, ink and paper.

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

Quantity 2,500

Quantity 5,000

Quantity 10,000

75. Stationery - Letterheads - 24# Watermarked - 8 1/2" x 11" - Printed 1/0 in Black Ink either Digitally or Offset. Prices should assume a Print Ready File provided and include all plates, ink and paper.

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

Quantity 2,500

Quantity 5,000

Quantity 10,000

76. Stationery - Envelopes to match Letterheads - 24# Watermarked - #10 Size - Printed 1/0 in Black Ink either Digitally or Offset. Prices should assume a Print Ready File provided and include all plates, ink and paper.

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

Quantity 2,500

Quantity 5,000

Quantity 10,000

77. Stationery - Letterheads - 24# Watermarked - 8 1/2" x 11" - Printed 2/0 in Black and Standard Color ink either Digitally or Offset. Prices should assume a Print Ready File provided and include all plates, ink and paper.

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

Quantity 2,500

Quantity 5,000

Quantity 10,000

78. Stationery - Envelopes to match Letterheads - 24# Watermarked - #10 Size - Printed 2/0 in Black and Standard Color Ink either Digitally or Offset. Prices should assume a Print Ready File provided and include all plates, ink and paper.

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

Quantity 2,500

Quantity 5,000

Quantity 10,000

79. Stationery - Letterheads - 24# Watermarked - 8 1/2" x 11" - Printed 4/0 in Full Color either Digitally or Offset. Prices should assume a Print Ready File provided and include all plates, ink and paper.

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

Quantity 2,500

Quantity 5,000

Quantity 10,000

80. Stationery - Envelopes to match Letterheads - 24# Watermarked - #10 Size - Printed 4/0 in Full Color either Digitally or Offset. Prices should assume a Print Ready File provided and include all plates, ink and paper.

| | |
|-----------------|----------------------|
| Quantity 100 | <input type="text"/> |
| Quantity 250 | <input type="text"/> |
| Quantity 500 | <input type="text"/> |
| Quantity 1,000 | <input type="text"/> |
| Quantity 2,500 | <input type="text"/> |
| Quantity 5,000 | <input type="text"/> |
| Quantity 10,000 | <input type="text"/> |

81. Calendars, Directories, Journals, Programs, Newsletters, Catalogs etc. Finished Size is **8 1/2" x 11"**. Price for **32 inside pages printed in black ink (1/1) on 60# white offset or 24# white bond** plus **Cover printed in FULL color (4/0) on 80# White Cover Stock**. Prices should assume BLEEDS in a Print Ready File provided and include all plates, imaging, ink and paper. Also include the collating, folding, stapling and face-trim whether produced in-line or off-line or combination thereof. Do NOT include charges for graphic design and artwork.

| | |
|--|----------------------|
| Quantity 100 each of (8) 11"x17" sigs plus 4/0 cover (1,700 clicks or impressions) | <input type="text"/> |
| Quantity 500 each of (8) 11"x17" sigs plus 4/0 cover (9,000 clicks or impressions) | <input type="text"/> |
| Quantity 1,000 each of (8) 11"x17" sigs plus 4/0 cover (17,000 clicks or impressions) | <input type="text"/> |
| Quantity 2,500 each of (8) 11"x17" sigs plus 4/0 cover (42,500 clicks or impressions) | <input type="text"/> |
| Quantity 5,000 each of (8) 11"x17" sigs plus 4/0 cover (85,000 clicks or impressions) | <input type="text"/> |

82. Calendars, Directories, Journals, Programs, Newsletters, Catalogs etc. Finished Size is **8 1/2" x 11"**. Price for **32 inside pages printed in FULL color (4/4)** on **60# white offset or 24# white bond** plus **Cover printed in FULL color (4/0)** on **80# White Cover Stock**. Prices should assume BLEEDS in a Print Ready File provided and include all plates, imaging, ink and paper. Also include the collating, folding, stapling and face-trim whether produced in-line or off-line or combination thereof. Do NOT include charges for graphic design and artwork.

Quantity 100 each of (8)
11"x17" sigs plus 4/0 cover
(1,700 clicks or
impressions)

Quantity 500 each of (8)
11"x17" sigs plus 4/0 cover
(9,000 clicks or
impressions)

Quantity 1,000 each of (8)
11"x17" sigs plus 4/0 cover
(17,000 clicks or
impressions)

Quantity 2,500 each of (8)
11"x17" sigs plus 4/0 cover
(42,500 clicks or
impressions)

Quantity 5,000 each of (8)
11"x17" sigs plus 4/0 cover
(85,000 clicks or
impressions)

83. Method of Finishing? - How would the above booklets in #81 and #82 be finished?

☐ In-Line

☐ Off-Line

84. If the answer in #83 is In-Line - What equipment do you use?

☐ Duplo

☐ Plockmatic

☐ Bourg

☐ Other - enter Brand

85. Model # for above Question

86. If the answer in #83 is Off-Line - What equipment do you use?

- ☐ Duplo
- ☐ Plockmatic
- ☐ Standard Horizon
- ☐ Other - enter Brand

87. Model # for above Question

88. Adding Single Hole Punch for Calendar

Quantity 100 (1,800 holes)

Quantity 500 (9,000 holes)

Quantity 1,000 (18,000 holes)

Quantity 2,500 (45,000 holes)

Quantity 5,000 (90,000 holes)

89. Announcements, Invitations, Notecards, etc. - Printed in black ink 1/1 on 100# Uncoated Cover or equivalent - Size is 5 1/2" x 8 1/2" scored/folded in half to 4 1/4" x 5 1/2"

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

90. Envelopes to Match. - Printed in Black Ink 1/0 on 24# White Wove - Size is A-2

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

91. Announcements, Invitations, Notecards, etc. - Printed in FULL COLOR 4/4 on 100# Uncoated Cover or equivalent - Size is 5 1/2" x 8 1/2" scored/folded in half to 4 1/4" x 5 1/2"

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

92. Envelopes to Match. - Printed in FULL COLOR 4/0 on 24# White Wove - Size is A-2

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

93. Announcements, Invitations, Notecards, etc. - Printed in black ink 1/1 on 100# Uncoated Cover or equivalent - Size is 7" x 10" scored/folded in half to 5" x 7"

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

94. Envelopes to Match. - Printed in Black Ink 1/0 on 24# White Wove - Size is A-7

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

95. Announcements, Invitations, Notecards, etc. - Printed in FULL COLOR 4/4 on 100# Uncoated Cover or equivalent - Size is 7" x 10" scored/folded in half to 5" x 7"

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

96. Envelopes to Match. - Printed in FULL Color 4/0 on 24# White Wove - Size is A-7

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

97. Pocket Folder Printing - How are they produced? You can check more than one answer.

☐

Completely In House including die cutting

☐

Printed In House and die cutting vended out

☐

Completely Brokered - Skip to question #101

☐

Other Method (describe)

98. Pocket Folders - Printed in Black Ink 1/0 on 12 or 14 point White Coated Cover - Folded size is 9" x 12" with two pockets

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

Quantity 2,500

99. Pocket Folders - Printed in FULL Color 4/0 on 12 or 14 point White Coated Cover - Folded size is 9" x 12" with two pockets

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

Quantity 2,500

100. Pocket Folders - Additional Charge for Aqueous or UV Coated ONE side - on 12 or 14pt Coated Cover

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

Quantity 2,500

101. Index Tabs - How are they produced?

- ☐ Completely In House including die cutting & mylar
- ☐ Printed In House and die cutting & mylar vended out
- ☐ Completely Brokered - Skip to question #106
- ☐ Precut Tabs
- ☐ Other Method (describe)

102. Index Tabs - Printed in Black Ink 1/1 on 90# White Index - Size is 9" x 11" - Standard die cut tabs - one bank of 5 tabs per set

Quantity 100 sets

Quantity 250 sets

Quantity 500 sets

Quantity 1,000 sets

Quantity 2,500 sets

103. Index Tabs - Printed in FULL color 4/4 on 90# White Index - Size is 9" x 11" - Standard die cut tabs - one bank of 5 tabs per set

Quantity 100 sets

Quantity 250 sets

Quantity 500 sets

Quantity 1,000 sets

Quantity 2,500 sets

104. Index Tabs - Printed in Black Ink 1/1 on 90# White Index - Size is 9" x 11" - Standard die cut tabs - one bank of 10 tabs per set

Quantity 100 sets

Quantity 250 sets

Quantity 500 sets

Quantity 1,000 sets

Quantity 2,500 sets

105. Index Tabs - Printed in FULL color 4/4 on 90# White Index - Size is 9" x 11" - Standard die cut tabs - one bank of 10 tabs per set

Quantity 100 sets

Quantity 250 sets

Quantity 500 sets

Quantity 1,000 sets

Quantity 2,500 sets

106. Additional Cost for Mylar Coating on Tabs - 5 tabs per set

Quantity 100 sets

Quantity 250 sets

Quantity 500 sets

Quantity 1,000 sets

Quantity 2,500 sets

107. Additional Cost for Mylar Coating on Tabs - 10 tabs per set

Quantity 100 sets

Quantity 250 sets

Quantity 500 sets

Quantity 1,000 sets

Quantity 2,500 sets

108. Door Hangers - How are they produced?

- ☐ Completely In House including die cutting
- ☐ Printed In House and die cutting vended out
- ☐ Printed in House with Stock already die cut
- ☐ Completely Brokered
- ☐ Other Method (describe)

109. Door Hangers - Printed in Black Ink 1/0 on 12 or 14 point White Coated Cover or equivalent Stock - Size is 4 1/4" x 11" - Standard hole die cut

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

Quantity 2,500

110. Door Hangers - Printed in Black Ink 1/1 on 12 or 14 point White Coated Cover or equivalent Stock - Size is 4 1/4" x 11" - Standard hole die cut

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

Quantity 2,500

111. Door Hangers - Printed in FULL COLOR 4/0 on 12 or 14 point White Coated Cover or equivalent Stock - Size is 4 1/4" x 11" - Standard hole die cut

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

Quantity 2,500

112. Door Hangers - Printed in FULL COLOR 4/4 on 12 or 14 point White Coated Cover or equivalent Stock - Size is 4 1/4" x 11" - Standard hole die cut

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

Quantity 2,500

113. Comments



NPSOA 2020 Offset & Digital Printing Pricing Survey

PART 4: Click Charges Only

Many firms tackle pricing of digital printing (color and B&W), by relying on material costs (including a markup), file handling charge and then a separate click charge based upon total volume of the job in question. Assuming that the sheet is 11" x 17" or 12" x 18", please enter your total price for the TOTAL quantity of clicks indicated. We are asking for click retail prices only; do NOT include stock cost. If you charge the same regardless of whether it is text or cover then leave question #2 below blank. ENTER TOTAL PRICE FOR EACH QUANTITY, not a price per click.

114. Total Charge for running Uncoated Text on your primary BLACK & WHITE printer

| | |
|----------------|----------------------|
| 5,000 Clicks | <input type="text"/> |
| 10,000 Clicks | <input type="text"/> |
| 25,000 Clicks | <input type="text"/> |
| 50,000 Clicks | <input type="text"/> |
| 100,000 Clicks | <input type="text"/> |

115. Total Charge for running Uncoated Cover on your primary BLACK & WHITE printer

| | |
|----------------|----------------------|
| 5,000 Clicks | <input type="text"/> |
| 10,000 Clicks | <input type="text"/> |
| 25,000 Clicks | <input type="text"/> |
| 50,000 Clicks | <input type="text"/> |
| 100,000 Clicks | <input type="text"/> |

116. Total Charge for running Coated TEXT on your primary COLOR printer

500 Clicks

1,000 Clicks

2,500 Clicks

5,000 Clicks

10,000 Clicks

117. Total Charge for running Coated COVER on your primary COLOR printer

500 Clicks

1,000 Clicks

2,500 Clicks

5,000 Clicks

10,000 Clicks



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PART 5: General Discounting Practices

SPECIAL DISCOUNTS OFFERED - While most printers are indeed computerized when it comes to pricing, we also know that special discounts are often given based upon the \$\$\$ of the job and/or type of customer. As a general rule, and taking into account some of the sample jobs priced previously, what percent would you tend to discount under the following price and customer-type scenarios?

For Example: if your normal, retail price for a specific job would be \$500, what if any percentage discounts would you offer based upon the following three different scenarios? Simply enter a whole number between 0 and 100 and the software will convert the to the appropriate percent discount. If you would discount a \$500 job 20% and charge \$400 you would enter 20 and not .20 or 20%.

118. Existing - % discount for existing "good" customer

| | |
|--------------------|----------------------|
| \$250 Job | <input type="text"/> |
| \$500 Job | <input type="text"/> |
| \$1,000 Job | <input type="text"/> |
| \$2,500 Job | <input type="text"/> |
| \$5,000 and up Job | <input type="text"/> |

119. Walk-In - % discount for new, "walk-in" prospect - some owners offer a special discount to brand new walk-in type customers if they perceive the potential to grow into a significant account.

| | |
|--------------------|----------------------|
| \$250 Job | <input type="text"/> |
| \$500 Job | <input type="text"/> |
| \$1,000 Job | <input type="text"/> |
| \$2,500 Job | <input type="text"/> |
| \$5,000 and up Job | <input type="text"/> |

120. Lowest Price - % discount off retail price - this discounts the lowest price or greatest discount you would ever be prepared to offer on jobs in this price range

\$250 Job

\$500 Job

\$1,000 Job

\$2,500 Job

\$5,000 and up Job



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PART 6: Primary Digital Color Printer

We are compiling information on the brand and model of your PRIMARY digital color printer plus your rating of the unit. Also we are rating the service and click charges you pay.

121. **Primary Digital Color Printer** - this is generally your most productive, most reliable and highest revenue generating device in your firm

- | | |
|--|--------------------------------------|
| <input type="radio"/> Canon | <input type="radio"/> Konica-Minolta |
| <input type="radio"/> Heidelberg | <input type="radio"/> Ricoh |
| <input type="radio"/> Kodak | <input type="radio"/> Xerox |
| <input type="radio"/> Other (please specify) | |

122. **Model #**

123. **Total Months owned/leased** - Months that you have operated this device?

124. **Average # of Clicks produced each month on this device** - (based on total click charges)?

125. **Rating of Printer** - 0 being the worst and 10 best

- | | |
|-------------------------------|-------------------------------|
| <input type="radio"/> 0 WORST | <input type="radio"/> 6 |
| <input type="radio"/> 1 | <input type="radio"/> 7 |
| <input type="radio"/> 2 | <input type="radio"/> 8 |
| <input type="radio"/> 3 | <input type="radio"/> 9 |
| <input type="radio"/> 4 | <input type="radio"/> 10 BEST |
| <input type="radio"/> 5 | |

126. Rating of Service by current vendor/supplier - 0 being the worst and 10 best

- | | |
|-------------------------------|-------------------------------|
| <input type="radio"/> 0 WORST | <input type="radio"/> 6 |
| <input type="radio"/> 1 | <input type="radio"/> 7 |
| <input type="radio"/> 2 | <input type="radio"/> 8 |
| <input type="radio"/> 3 | <input type="radio"/> 9 |
| <input type="radio"/> 4 | <input type="radio"/> 10 BEST |
| <input type="radio"/> 5 | |

127. Click Charges by your vendor/supplier per 11" x 17" or 12" x 18" sheet? (maximum 4 decimal points)

128. When you run 11" x 17" or 12" x 18", are you charged for?

- ☐ One Click
- ☐ Two Clicks

129. When you run a sheet larger than 13" x 19" are you charged for?

- ☐ One Click
- ☐ Two Clicks

130. Purchase Details - How did you finance/pay for this printer?

- ☐ Paid Cash
- ☐ Secured Bank Loan
- ☐ Capital Lease - \$1 buyout or owns at end of lease payments
- ☐ Operating Lease - FMV (Fair Market Value) payment due at end of lease or you can return



NPSOA 2020 Offset & Digital Printing Pricing Survey

PART 7: Primary Digital Black & White Printer

We are compiling information on the brand and model of your **PRIMARY** digital black & white printer plus your rating of the unit. Also we are rating the service and click charges you pay.

131. **Primary Digital Black & White Printer** - this is generally your most productive, most reliable and highest revenue generating device in your firm

- | | |
|--|--------------------------------------|
| <input type="radio"/> Canon | <input type="radio"/> Konica-Minolta |
| <input type="radio"/> Heidelberg | <input type="radio"/> Ricoh |
| <input type="radio"/> Kodak | <input type="radio"/> Xerox |
| <input type="radio"/> Other (please specify) | |

132. **Model #**

133. **Total Months owned/leased** - Months that you have operated this device?

134. **Average # of Clicks produced each month on this device** - (based on total click charges)?

135. **Rating of Printer** - 0 being the worst and 10 best

- | | |
|-------------------------------|-------------------------------|
| <input type="radio"/> 0 WORST | <input type="radio"/> 6 |
| <input type="radio"/> 1 | <input type="radio"/> 7 |
| <input type="radio"/> 2 | <input type="radio"/> 8 |
| <input type="radio"/> 3 | <input type="radio"/> 9 |
| <input type="radio"/> 4 | <input type="radio"/> 10 BEST |
| <input type="radio"/> 5 | |

136. Rating of Service by current vendor/supplier - 0 being the worst and 10 best

- | | |
|-------------------------------|-------------------------------|
| <input type="radio"/> 0 WORST | <input type="radio"/> 6 |
| <input type="radio"/> 1 | <input type="radio"/> 7 |
| <input type="radio"/> 2 | <input type="radio"/> 8 |
| <input type="radio"/> 3 | <input type="radio"/> 9 |
| <input type="radio"/> 4 | <input type="radio"/> 10 BEST |
| <input type="radio"/> 5 | |

137. Click Charges by your vendor/supplier per 11" x 17" or 12" x 18" sheet? (maximum 4 decimal points)

138. When you run 11" x 17" or 12" x 18", are you charged for?

- ☐ One Click
- ☐ Two Clicks

139. When you run a sheet larger than 13" x 19", are you charged for?

- ☐ One Click
- ☐ Two Clicks

140. Purchase Details - How did you finance/pay for this printer?

- ☐ Paid Cash
- ☐ Secured Bank Loan
- ☐ Capital Lease - \$1 buyout or owns at end of lease payments
- ☐ Operating Lease - FMV (Fair Market Value) payment due at end of lease or you can return



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PART 8: Primary Digital Envelope Printer

We are compiling information on the brand and model of your PRIMARY digital color ENVELOPE printer plus your rating of the unit and the rating of the service.

141. Do you currently produce #10/24 envelopes on a digital color printer? If no, go to the next section.

☐ Yes

☐ No

142. **Primary Digital Color Envelope Printer** - this is generally your most productive, most reliable and highest revenue generating device in your firm

☐ Canon

☐ Oki

☐ Formax

☐ PSI

☐ Hasler

☐ Rena

☐ iJetColor

☐ Ricoh

☐ Intec

☐ Xerox

☐ Konica-Minolta

☐ Xante

☐ Other (please specify)

143. **Model #**

144. **Rating of Printer** - 0 being the worst and 10 best

- | | |
|-------------------------------|-------------------------------|
| <input type="radio"/> 0 WORST | <input type="radio"/> 6 |
| <input type="radio"/> 1 | <input type="radio"/> 7 |
| <input type="radio"/> 2 | <input type="radio"/> 8 |
| <input type="radio"/> 3 | <input type="radio"/> 9 |
| <input type="radio"/> 4 | <input type="radio"/> 10 BEST |
| <input type="radio"/> 5 | |

145. **Do you have a service contract on your digital envelope printer?**

- ☐ Yes, answer the next question
- ☐ No, skip the next question

146. **Rating of Service by current vendor/supplier** - 0 being the worst and 10 best

- | | |
|-------------------------------|-------------------------------|
| <input type="radio"/> 0 WORST | <input type="radio"/> 6 |
| <input type="radio"/> 1 | <input type="radio"/> 7 |
| <input type="radio"/> 2 | <input type="radio"/> 8 |
| <input type="radio"/> 3 | <input type="radio"/> 9 |
| <input type="radio"/> 4 | <input type="radio"/> 10 BEST |
| <input type="radio"/> 5 | |



NPSOA 2020 Offset & Digital Printing Pricing Survey

PART 9: Primary Offset Printing Press

We are compiling information on the brand and model of your **PRIMARY OFFSET PRINTING PRESS** plus your rating of the unit and the rating of the service.

147. Do you currently have an offset press in production? If no, go to the next section.

☐ Yes

☐ No

148. **Primary Offset Printing Press** - this is generally your most productive, most reliable and highest revenue generating device in your firm

☐ AB Dick

☐ MultiLithograph

☐ Davidson

☐ Presstek DI

☐ Heidelberg

☐ Ryobi

☐ Kodak DI

☐ Shinohara

☐ Komori

☐ Other (please specify)

149. **Model #**

150. **Number of Colors**

☐ 1 Color

☐ 4 Color

☐ 1 Color with T-Head

☐ 5 or more Colors

☐ 2 Color

151. Largest Sheet Size

- | | |
|---|---------------------------------|
| <input type="radio"/> 12" x 18" | <input type="radio"/> 20" x 28" |
| <input type="radio"/> 13" x 19" | <input type="radio"/> 24" x 36" |
| <input type="radio"/> 14" x 20" | <input type="radio"/> 26" x 40" |
| <input type="radio"/> 20" x 26" | |
| <input type="radio"/> Other Maximum Sheet Size (please specify) | |

152. Rating of Printing Press - 0 being the worst and 10 best

- | | |
|-------------------------------|-------------------------------|
| <input type="radio"/> 0 WORST | <input type="radio"/> 6 |
| <input type="radio"/> 1 | <input type="radio"/> 7 |
| <input type="radio"/> 2 | <input type="radio"/> 8 |
| <input type="radio"/> 3 | <input type="radio"/> 9 |
| <input type="radio"/> 4 | <input type="radio"/> 10 BEST |
| <input type="radio"/> 5 | |

153. Rating of Service by current vendor/supplier - 0 being the worst and 10 best

- | | |
|-------------------------------|-------------------------------|
| <input type="radio"/> 0 WORST | <input type="radio"/> 6 |
| <input type="radio"/> 1 | <input type="radio"/> 7 |
| <input type="radio"/> 2 | <input type="radio"/> 8 |
| <input type="radio"/> 3 | <input type="radio"/> 9 |
| <input type="radio"/> 4 | <input type="radio"/> 10 BEST |
| <input type="radio"/> 5 | |



NPSOA 2020 Offset & Digital Printing Pricing Survey

PART 10: Additional Charges

Beside printing prices, we would like to know what the added charges are for common finishing methods and ink charges.

154. Press Wash-Up Charge

155. PMS Color Charge

156. Crash Numbering Charges

500

1,000

2,500

5,000

10,000

157. Plastic Coil, Wire, or Velo Binding - 1/4" thick (approximately 30 sheets)

10 books

100 books

250 books

500 books

158. Plastic Coil, Wire, or Velo Binding - 1/2" thick (approximately 100 sheets)

10 books

100 books

250 books

500 books

159. Plastic Coil, Wire, or Velo Binding - 1" thick (approximately 200 sheets)

10 books

100 books

250 books

500 books

160. Perfect Binding - 1/4" thick (approximately 30 sheets)

10 books

100 books

250 books

500 books

161. Perfect Binding - 1/2" thick (approximately 100 sheets)

10 books

100 books

250 books

500 books

162. Perfect Binding - 1" thick (approximately 200 sheets)

10 books

100 books

250 books

500 books

163. GBC Binding - 1/4" thick (approximately 30 sheets)

10 books

100 books

250 books

500 books

164. GBC Binding - 1/2" thick (approximately 100 sheets)

10 books

100 books

250 books

500 books

165. GBC Binding - 1" thick (approximately 200 sheets)

10 books

100 books

250 books

500 books

166. Scoring, Perforating or Creasing - Assuming a large solid coverage where coated stock would typically crack on folding if not scored, which of the following practices do you tend to follow to fold a job:

- | | |
|--|--|
| <input type="radio"/> We will fold with no pre-scoring | <input type="radio"/> We pre-score on separate machine (note the machine below) and then fold. We will use the folder to score and then fold on a 2nd pass |
| <input type="radio"/> We will pre-scoring before folding | |
| <input type="radio"/> We will use folder to score and fold using a right angle | <input type="radio"/> We will use a score and fold machine (note the machine below) |

167. Score/Perf/Crease machine

- | | |
|--|-------------------------------|
| <input type="radio"/> Count | <input type="radio"/> Horizon |
| <input type="radio"/> Duplo | <input type="radio"/> Morgana |
| <input type="radio"/> Graphic Wizard | <input type="radio"/> Rollem |
| <input type="radio"/> Other (please specify) | |

168. Model #

169. Overall rating of Score/Perf/Crease Machine in above questions - 0 being the worst and 10 best

☐ 0 WORST

☐ 6

☐ 1

☐ 7

☐ 2

☐ 8

☐ 3

☐ 9

☐ 4

☐ 10 BEST

☐ 5

170. Charges for Creasing/Scoring - quantities are for number of sheets

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

Quantity 2,500

Quantity 5,000

Quantity 10,000

171. Charges for Perforating - quantities are for number of sheets

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

Quantity 2,500

Quantity 5,000

Quantity 10,000

172. Charges for Folding (single fold like half-fold, z-fold or u-fold) - quantities are for number of 8 1/2" x 11" sheets

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

Quantity 2,500

Quantity 5,000

Quantity 10,000

173. Charges for Folding Charges for Folding (single fold like half-fold, z-fold or u-fold) - quantities are for number of 8 1/2" x 14" sheets

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

Quantity 2,500

Quantity 5,000

Quantity 10,000

174. Charges for Folding Charges for Folding (single fold like half-fold, z-fold or u-fold)- quantities are for number of 11" x 17" sheets

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

Quantity 2,500

Quantity 5,000

Quantity 10,000

175. Do you do UV Coating in-house? If no, skip to Part 11

☐ Yes

☐ No

176. UV Equipment Brand

☐ Duplo

☐ Graphic Wizard

☐ TEC

☐ Other (please specify)

177. Model #

178. Charges for Gloss UV Coating - per side, per flat sheet

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

Quantity 2,500

Quantity 5,000

Quantity 10,000

179. Charges for Satin UV Coating - per side, per flat sheet

Quantity 100

Quantity 250

Quantity 500

Quantity 1,000

Quantity 2,500

Quantity 5,000

Quantity 10,000

180. Flat Charge for Textured Coating - only answer if you offer and do in-house

181. Cost per side per flat sheet for Textured Coating - only answer if you offer and do in-house



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PART 11: Brokered Services

Brokered services (farmed out) mark-up practices: This is your chance to share what your mark-up practices are for various services or products that are brokered. Simply enter the total price you would charge your customer based upon the costs shown, and we will calculate the mark-up percentage.

182. Normal Mark-Up - Input the dollar amount (just the number), you would **normally** sell a job for that costs you:

\$250

\$500

\$1,000

\$2,500

\$5,000

183. Lowest Mark-Up - Input the dollar amount (just the number) the **lowest** you would sell a job that costs you:

\$250

\$500

\$1,000

\$2,500

\$5,000

184. **Highest Mark-Up** - Input the dollar amount (just the number) for the **highest** you would sell a job that costs you:

\$250

\$500

\$1,000

\$2,500

\$5,000



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PART 12: Current and Future Business Practices

THIS SECTION IS MANDATORY - these questions are mandatory for all companies who wish to receive a FREE copy of the 2020 NPSOA Offset & Digital Printing Pricing Study

185. Do you use a web portal for customer or B2B job submission?

- ☐ No
- ☐ Yes, we have a standard portal
- ☐ Yes, we have multiple portals customized for different customers

186. What Web Portal provider (s) do you use?

- | | |
|--|---|
| <input type="radio"/> None | <input type="radio"/> MOD (My Order Desk) |
| <input type="radio"/> EFI (Digital Storefront) | <input type="radio"/> Pressero |
| <input type="radio"/> Four51 | <input type="radio"/> Printer's Presence |
| <input type="radio"/> MarcomCentral | <input type="radio"/> RSA (WebCRD) |
| <input type="radio"/> Marketing Ideas For Printers (Websites For Printers) | <input type="radio"/> XMPie |
| <input type="radio"/> Other (please specify) | |

187. Categorize your color calibration schedule:

- ☐ None
- ☐ Daily Calibration
- ☐ Weekly Calibration
- ☐ Monthly Calibration

188. Categorize your color media profiling:

- ☐ General Media profiling
- ☐ Specific Media Profiling
- ☐ Do not do Media profiling

189. Where are you most likely to invest in the year?

- ☐ New capabilities to grow top line revenue
- ☐ Workflow and efficiency to improve bottom line results
- ☐ Other (please specify)



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PART 13: COVID-19 Pandemic Affect

The following questions are related to how you were affected and acted during the COVID-19 Pandemic

190. Top Line Sales vs. Last Year

- ☐ Sales have remained similar to 2019
- ☐ Sales are DOWN from 2019
- ☐ Sales are UP from 2019

191. If in the above question you indicated 2020 projected sales will be DOWN please indicate the %

192. If in the above question you indicated 2020 projected sales will be UP please indicate the %

193. Expectation for Sales in 2021

- ☐ Sales will most likely be similar to 2020
- ☐ Sales will most likely be DOWN from 2020
- ☐ Sales will most likely be UP from 2020

194. If in the above question you indicated 2021 projected sales will be DOWN please indicate the %

195. If in the above question you indicated 2021 projected sales will be UP please indicate the %

196. Employee Count

- ☐ We have the same amount of Employees as we had pre-COVID
- ☐ We have less Employees as we had pre-COVID
- ☐ We have more Employees as we had pre-COVID

197. If in the above question you indicated your employee count is LESS please indicate the %

198. If in the above question you indicated your employee count is MORE please indicate the %

199. Did you apply and receive a PPP Loan?

- ☐ Yes
- ☐ No

200. If you responded YES to receiving a PPP loan, do you expect forgiveness?

- ☐ YES - We expect 100% will be forgiven
- ☐ YES - We expect only partially will be forgiven
- ☐ NO - we don't expect any forgiveness

201. Did you apply and receive a Economic Injury Disaster Loan (EIDL)?

- ☐ YES
- ☐ NO

202. If you received a EIDL loan, when do you expect to repay it?

- ☐ Within 12 months
- ☐ Over 30 years
- ☐ Over a period of time between 12 months and 30 years
- ☐ Not sure as it depends on how business will be in 2021

203. Has your product and service mix changed during the Pandemic?

- ☐ YES
- ☐ NO

204. If you answered YES to the above question, please describe the changes