

Chapter 1, Terms and Definitions

- 1: Define "Fixed Cost": _____

- 2: Define "Variable Cost": _____

- 3: Define "Salary":

- 4: Define "Wages": _____

- 5: Define "Depreciation":

- 6: Define "Basic Weight": _____

- 7: Define "CWT": _____

- 8: Define "EM":

- 9: Define "Break-even Point": _____

- 10: Define "Material": _____

- 11: What are the requirements of the "Robinson-Patman Act?"

Chapter 1, Terms and Definitions

12: What are the "Printing Trade Customs?" _____

13: What is an "Elastic Market Demand?" _____

14: Define "Chargeable Hours": _____

15: Define "Capital Intensive": _____

16: Define "Labor Intensive": _____

17: What is a "Production Center?" _____

18: What is a "Trade House?" _____

19: What is a "Supply?" _____

20: Why is the estimated COST not the same as the SELLING PRICE? _____

Chapter 1, Terms and Definitions

21: Given the discussions we have had in class and your knowledge of the changes in the printing industry gained through your experience and attendance at trade shows, explain why the printing industry is changing from LABOR INTENSIVE to CAPITAL INTENSIVE. Don't explain HOW, Tell me WHY.

22: Which of these methods of estimating is the most accurate?

- A: Budgeted Hour Cost Rate
- B: Basing prices on published price lists
- C: Pricing on the basis of past work
- D: Pricing by standard catalog
- E: Pricing by competition
- F: Pricing by the customer's willingness to pay

23: Which of these is the legal binding contract between the printer and customer?

- A: The estimate
- B: The request for estimate
- C: The proposal
- D: The price list
- E: The quotation

Chapter 1, Terms and Definitions

24: Explain why pricing by standard catalogs, such as the Franklin Catalog, may be highly inaccurate.

25: Assume that a customer comes in and informs you that XYZ Printers will produce a job for \$1500.00. You want the job. What should you do?

Chapter 2, Paper Information

- 1: Which type of paper is used for business stationery?
 - A: Book
 - B: Bond
 - C: Cover
 - D: Text
 - E: Board
- 2: If a paper has a percent rag (cotton) content, it is:
 - A: Cover
 - B: Text
 - C: Index
 - D: Book
 - E: Bond
- 3: A paper with a "cockle" finish is:
 - A: Book
 - B: Cover
 - C: Index
 - D: Board
 - E: Bond
- 4: A thick paper that is used for recordkeeping and has a material composition similar to Bond is:
 - A: Cover
 - B: Ledger
 - C: Text
 - D: Coated Book
 - E: Newsprint

Chapter 2, Paper Information

- 5: An opaque paper used for two-sided printing (such as brochures or novels):
- A: Book
 - B: Bond
 - C: Index
 - D: Cover
 - E: Newsprint
- 6: If a sheet of stock is "duplex" it is a sheet of:
- A: Book
 - B: Bond
 - C: Cover
 - D: Index
 - E: Board
- 7: Very thick paper which is used for point-of-purchase displays is:
- A: Book
 - B: Index
 - C: Board
 - D: Blanks
 - E: Text
- 8: How can you tell the difference between antique (vellum) paper and wove (regular) finish paper?

Chapter 2, Paper Information

9: What is the difference between textured and embossed paper? _____

10: Which of the following is the preferred paper to be used to print a book composed of text information only?

A: Uncoated Book

B: Bond

C: Matte Coated Book

D: Gloss Coated Book

E: Newsprint

11: Which of these types of paper would be best to reproduce high-quality multi-color photographs?

A: Uncoated book

B: Bond

C: Newsprint

D: Matte coated book

E: Gloss coated book

12: Explain what you would look for if you wanted to judge the formation of a sheet of paper. How can you tell if the paper is poorly or well formed?

Chapter 2, Paper Information

13: What is the difference between **bright** paper and **white** paper? How can you tell if paper is bright?

14: Which of the following is **not** an appropriate way of indicating that a sheet of paper is long-grained?

A: 8 1/2 X 11

B: 8 1/2 X **11**

C: 8 1/2 X 11

15: Why does paper develop a "grain?" Is it possible to make paper without grain? _____

16: Which of the following is **not** true concerning paper grain?

A: Paper is stronger with the grain

B: Paper folds better with the grain

C: Grain is important to the quality of a multi-color job

D: In a reference book, grain should be parallel to the bind

E: Paper stretches most in the direction opposite the grain

Chapter 2, Paper Information

- 17: Which of these is **not** true concerning basic weight?
- A: Basic weight is dependent upon the basic size.
 - B: Basic weight is always measured in pounds.
 - C: Basic weight is based upon the weight of 1000 sheets of paper.
 - D: Basic weight numbers can be used to compare thickness of one or more papers from the same group, such as book, bond, cover, etc.
- 18: Which of these is **not** true regarding basic size?
- A: Basic size is the most common size for a certain type of paper.
 - B: Basic size is the established size at which the basic weight for a particular stock is calculated.
 - C: Basic size is usually a multiple of the most common size of product printed on the particular type of paper.
 - D: The basic size of book paper allows one to print 6 X 9 products 16 up.
- 19: Which of these terms refers to the sizes of a particular paper that are available from the paper merchant?
- A: Finished sheet-size
 - B: Basic Size
 - C: Equivalent size
 - D: Standard size
- 20: Which of these terms refers to the weight in pounds of 500 sheets of a size other than basic size?
- A: Equivalent weight
 - B: Standard weight
 - C: C weight
 - D: M weight
 - E: Basic weight

Chapter 2, Paper Information

21: Which of these terms refers to the weight in pounds of 1000 sheets of any size paper?

A: CWT

B: Ream weight

C: Basic weight

D: M weight

E: Equivalent weight

22: Calculate the equivalent weight of 8 X 10 50# Book. Show work below. Place your answer in the box below.

23: Calculate the equivalent weight of 5 1/2 X 8 1/2 60# Book. Show work below. Place your answer in the box below.

Chapter 2, Paper Information

24: Calculate the equivalent weight of 10 X 13 80# Cover. Show work below. Place your answer in the box below.

25: Calculate the equivalent weight of 11 X 17 16# Bond. Show work below. Place your answer in the box below.

26: Calculate the equivalent weight of 20 X 25 110# Index Bristol. Show work below. Place your answer in the box below.

Chapter 2, Paper Information

27: Calculate the equivalent weight of 4 1/4 X 5 1/2 20# Bond. Show work below. Place your answer in the box below.

28: Calculate the equivalent weight of 2 X 3 1/2 28# Ledger. Show work below. Place your answer in the box below.

29: Calculate the equivalent weight of 8 1/2 X 11 24# Bond. Show work below. Place your answer in the box below.

Chapter 2, Paper Information

30: Calculate the equivalent weight of 8 1/2 X 11 24# Bond. Show work below. Place your answer in the box below.

31: Calculate the M weight of 9 X 12 24# Bond. Use the constant-factor method. Show work below. Place your answer in the box below.

32: Calculate the M weight of 8 1/2 X 11 50# Book. Use the constant-factor method. Show work below. Place your answer in the box below.

Chapter 2, Paper Information

33: Calculate the M weight of 5 X 8 1/2 17# Carbonless. Use the constant-factor method. Show work below. Place your answer in the box below.

34: Calculate the M weight of 8 1/4 X 11 3/8 65# Cover. Use the constant-factor method. Show work below. Place your answer in the box below.

35: Calculate the M weight of 5 2/3 X 8 1/2 110# Index Bristol. Use the constant-factor method. Show work below. Place your answer in the box below.

36: Calculate the M weight of 3 X 5 120# Book. Use the constant-factor method. Show work below. Place your answer in the box below.

Chapter 2, Paper Information

37: Calculate the M weight of 8 1/2 X 11 40# Newsprint. Use the constant-factor method. Show work below. Place your answer in the box below.

38: Calculate the M weight of 10 X 12 60# Book. Use the constant-factor method. Show work below. Place your answer in the box below.

39: Find the total weight of 5000 sheets of 8 1/2 X 11 20# Bond. You may use either the equivalent-weight or M-weight methods. Show work below. Place your answer in the box below.

Chapter 2, Paper Information

40: Find the total weight of 8500 sheets of 17 1/2 X 22 1/2 60# Book. You may use either the equivalent-weight or M-weight methods. Show work below. Place your answer in the box below.

41: Find the total weight of 9350 sheets of 19 X 25 65# Cover. You may use either the equivalent-weight or M-weight methods. Show work below. Place your answer in the box below.

42: Find the total weight of 25000 sheets of 11 X 17 110# Index Bristol. You may use either the equivalent-weight or M-weight methods. Show work below. Place your answer in the box below.

Chapter 2, Paper Information

43: Find the total weight of 125000 sheets of 25 X 38 60# Book. You may use either the equivalent-weight or M-weight methods. Show work below. Place your answer in the box below.

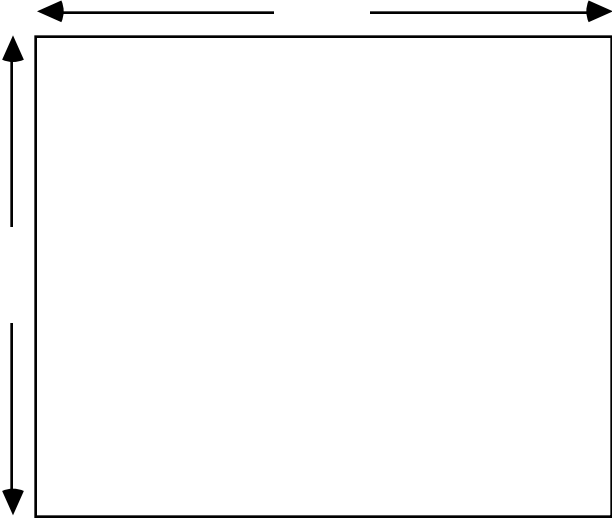
44: Find the total weight of 35875 sheets of 8 1/2 X 14 24# Bond. You may use either the equivalent-weight or M-weight methods. Show work below. Place your answer in the box below.

45: Find the total weight of 4300 sheets of 3 X 5 110# Index Bristol. You may use either the equivalent-weight or M-weight methods. Show work below. Place your answer in the box below.

Chapter 2, Paper Information

46: Find the total weight of 9500 sheets of 17 1/2 X 22 1/2 65# Cover. You may use either the equivalent-weight or M-weight methods. Show work below. Place your answer in the box below.

47: Calculate the maximum number of 5 X 8 finished-size flat sheets that can be run on a 23 X 29" press with no trims or bleeds to be added. Stagger cuts may be used. DRAW the press-sheet layout in the large box below. Write the press maximum-size dimensions where shown on the arrows. Write the number out and press-sheet size where indicated.



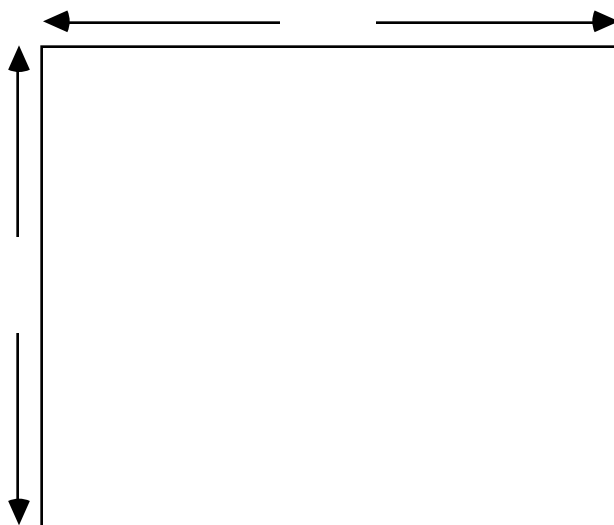
Number Out

Press Sheet Size

PRESS-SHEET LAYOUT

Chapter 2, Paper Information

- 48: Calculate the maximum number of 8 1/2 X 11 finished-size flat sheets that can be run on a 25 X 38" press. The job is to be printed in color, but there will be no trims or bleeds. DRAW the press-sheet layout in the large box below. Write the press maximum-size dimensions where shown on the arrows. Write the number out and press-sheet size where indicated.

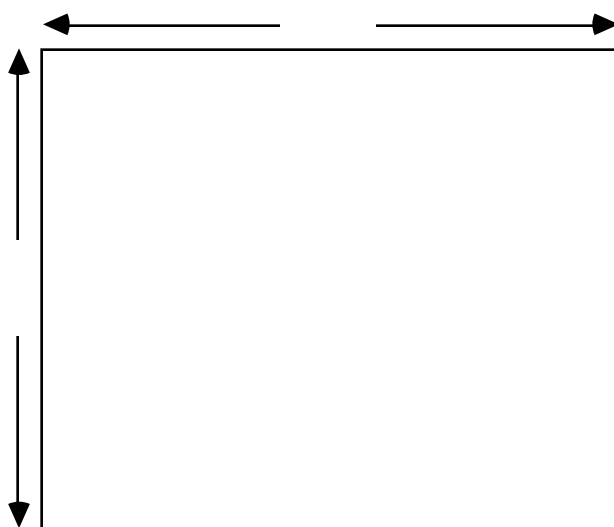


Number Out

Press Sheet Size

PRESS-SHEET LAYOUT

- 49: Calculate the maximum number of 8 1/2 X 11 finished-size flat sheets that can be run on a 38 X 50" press. The job is to be printed in color, and bleeds four sides. DRAW the press-sheet layout in the large box below. Write the press maximum-size dimensions where shown on the arrows. Write the number out and press-sheet size where indicated.



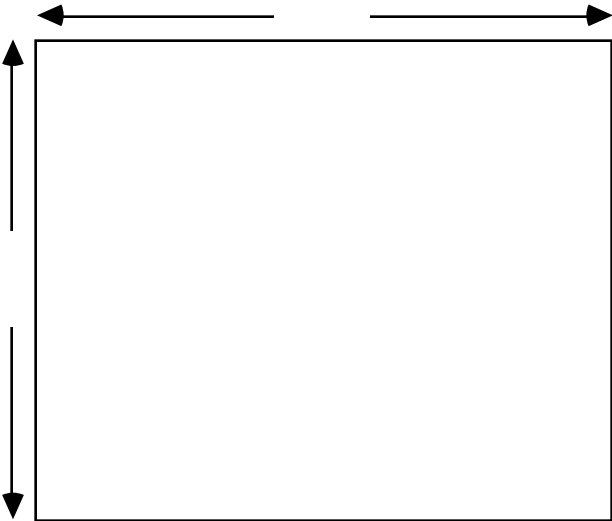
Number Out

Press Sheet Size

PRESS-SHEET LAYOUT

Chapter 2, Paper Information

50: Calculate the maximum number of 8 X 10 finished-size flat sheets that can be run on a 25 X 38" press with no trims or bleeds to be added. Job is not to be printed in color and grain is not important in the finished sheet. Stagger cuts may be used. DRAW the press-sheet layout in the large box below. Write the press maximum-size dimensions where shown on the arrows. Write the number out and press-sheet size where indicated.



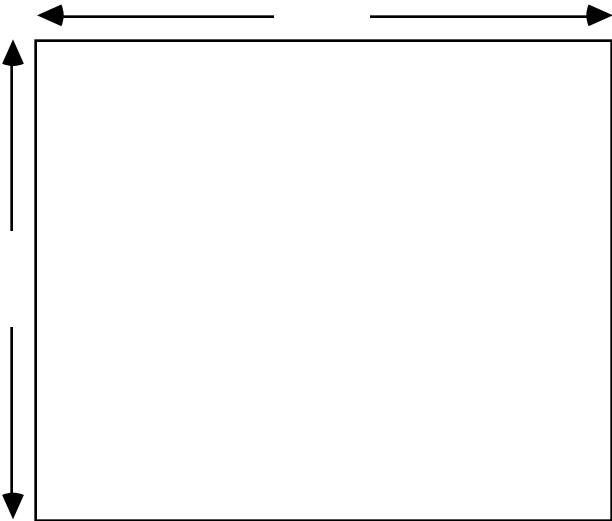
PRESS-SHEET LAYOUT

Number Out

Press Sheet Size

Chapter 2, Paper Information

51: Calculate the maximum number of 8 X 10 finished-size flat sheets that can be run on a 23 X 29" press with no trims or bleeds to be added. Job is not to be printed in color and grain is not important in the finished sheet. Stagger cuts may be used. DRAW the press-sheet layout in the large box below. Write the press maximum-size dimensions where shown on the arrows. Write the number out and press-sheet size where indicated.



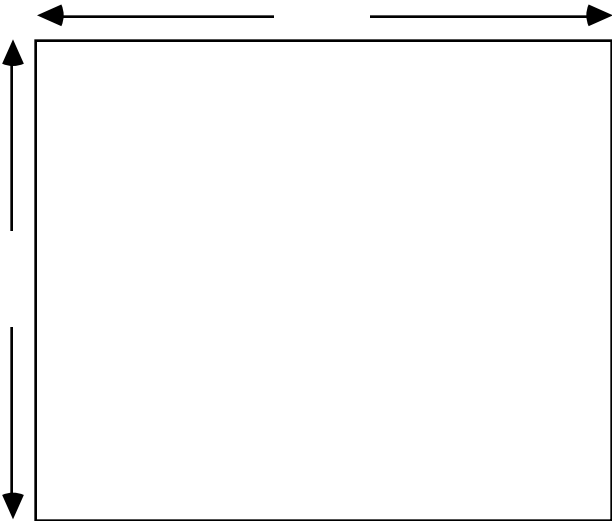
PRESS-SHEET LAYOUT

Number Out

Press Sheet Size

Chapter 2, Paper Information

52: Calculate the maximum number of 2 X 3 1/2 finished-size flat sheet business cards that can be run on a 10 X 14" press. Job is not to be printed in color, but bleeds 4 sides. Grain direction is not important, so stagger cuts may be used. DRAW the press-sheet layout in the large box below. Write the press maximum-size dimensions where shown on the arrows. Write the number out and press-sheet size where indicated.



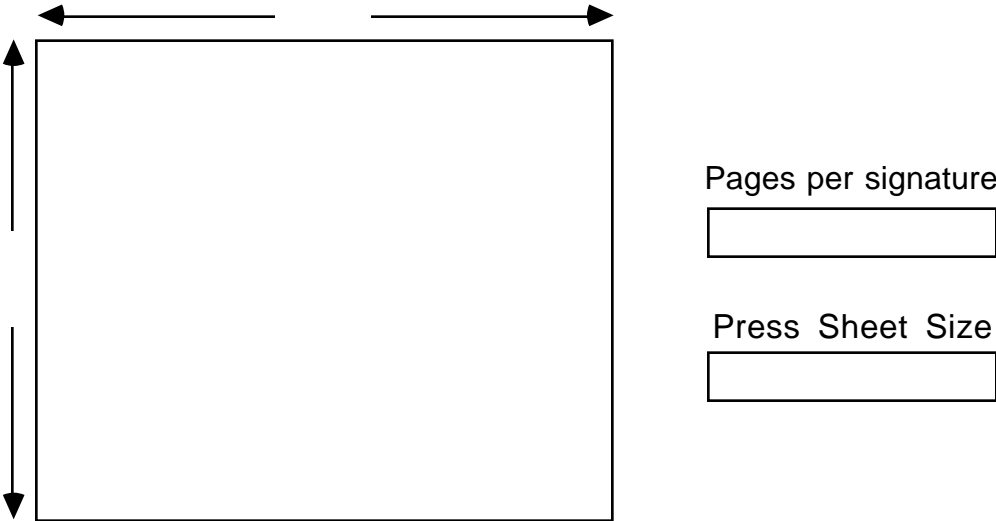
PRESS-SHEET LAYOUT

Number Out

Press Sheet Size

Chapter 2, Paper Information

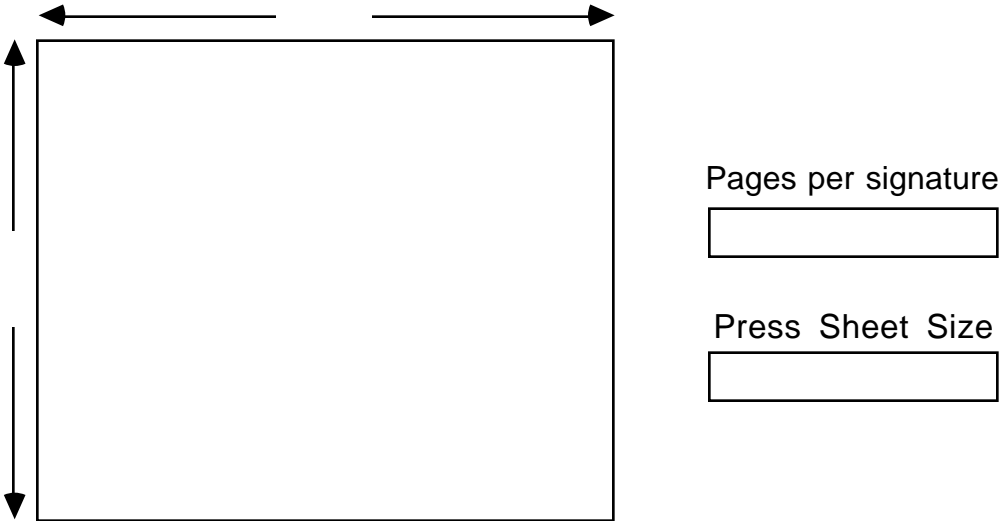
53: Calculate the press-sheet size for an 8 X 11 1/2 oblong booklet. Job is NOT to be printed in color. 25 X 38" press. Use 1/4" lip, gripper and trim marks. Make sure to LABEL all margins and lines appropriately. DRAW the press-sheet layout in the large box below. Write the press maximum-size dimensions where shown on the arrows. Write the pages per signature and press-sheet size where indicated.



PRESS-SHEET LAYOUT

Chapter 2, Paper Information

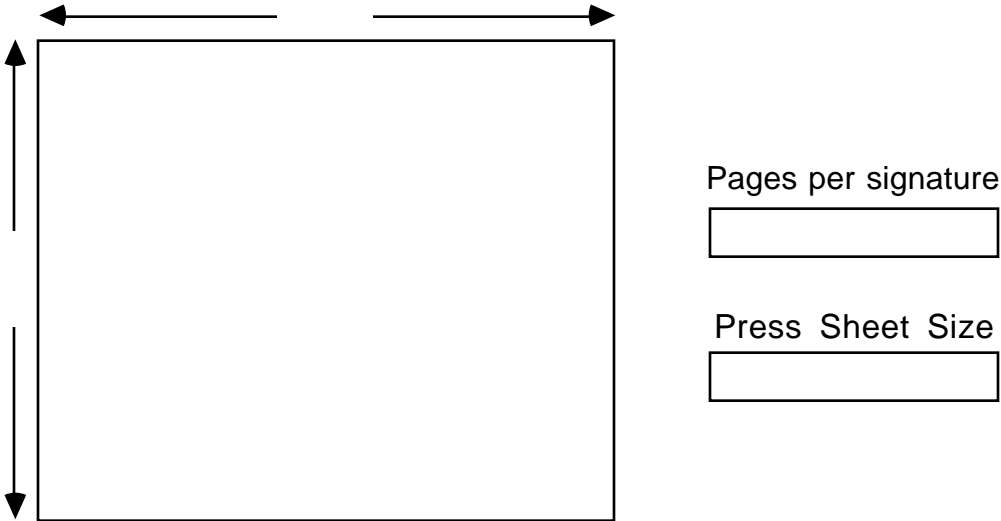
54: Calculate the press-sheet size for an 5 X 8 upright booklet. Job is to be printed in color. 23 X 29" press. Use 1/4" lip, gripper and trim marks. Make sure to LABEL all margins and lines appropriately. DRAW the press-sheet layout in the large box below. Write the press maximum-size dimensions where shown on the arrows. Write the pages per signature and press-sheet size where indicated.



PRESS-SHEET LAYOUT

Chapter 2, Paper Information

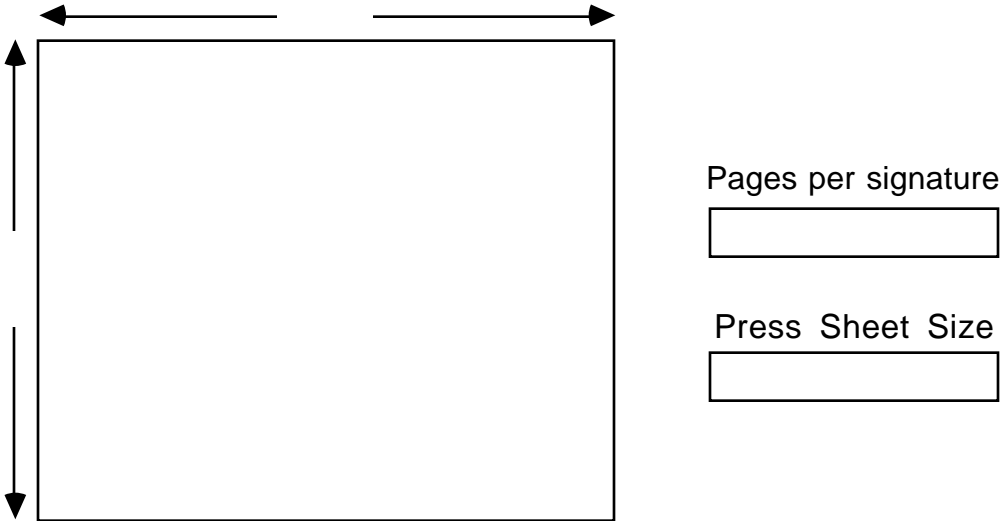
55: Calculate the press-sheet size for an 8 1/2 X 11 oblong booklet. Job is NOT to be printed in color. 38 X 50" press. Use 1/4" lip, gripper and trim marks. Make sure to LABEL all margins and lines appropriately. DRAW the press-sheet layout in the large box below. Write the press maximum-size dimensions where shown on the arrows. Write the pages per signature and press-sheet size where indicated.



PRESS-SHEET LAYOUT

Chapter 2, Paper Information

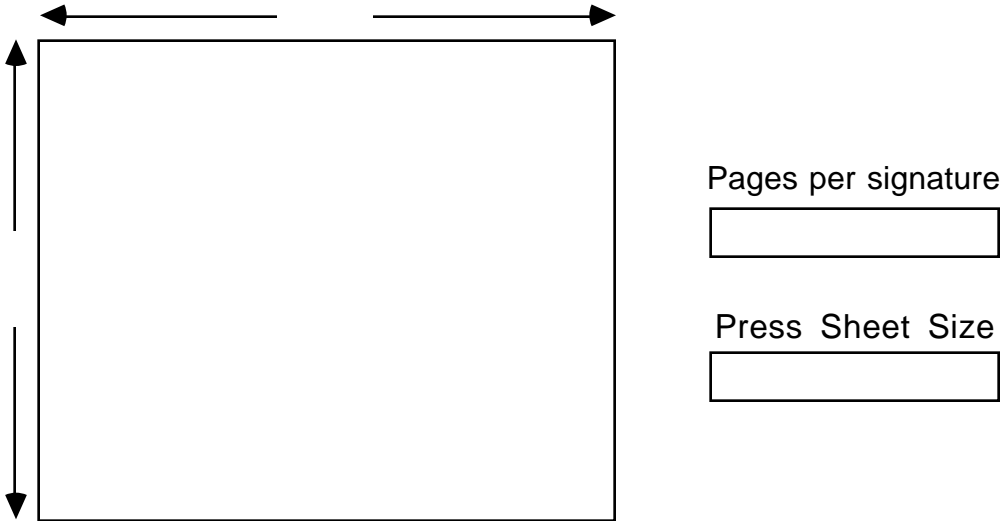
56: Calculate the press-sheet size for an 9 X 12 upright booklet. Job is to be printed in color. 19 X 25" press. Use 1/4" lip, gripper and trim marks. Make sure to LABEL all margins and lines appropriately. DRAW the press-sheet layout in the large box below. Write the press maximum-size dimensions where shown on the arrows. Write the pages per signature and press-sheet size where indicated.



PRESS-SHEET LAYOUT

Chapter 2, Paper Information

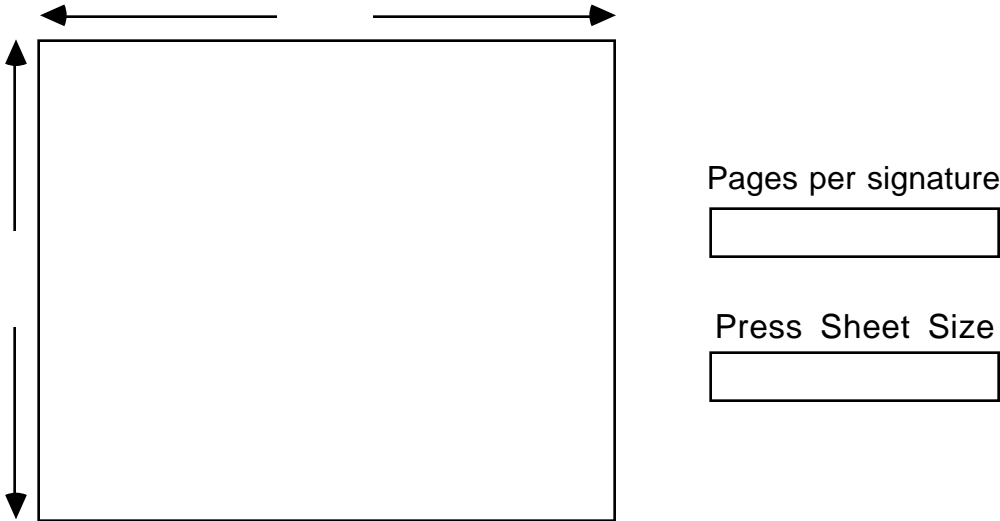
57: Calculate the press-sheet size for an 6 X 9 upright booklet. Job is to be printed in color. 23 X 29" press. Use 1/4" lip, gripper and trim marks. Make sure to LABEL all margins and lines appropriately. DRAW the press-sheet layout in the large box below. Write the press maximum-size dimensions where shown on the arrows. Write the pages per signature and press-sheet size where indicated.



PRESS-SHEET LAYOUT

Chapter 2, Paper Information

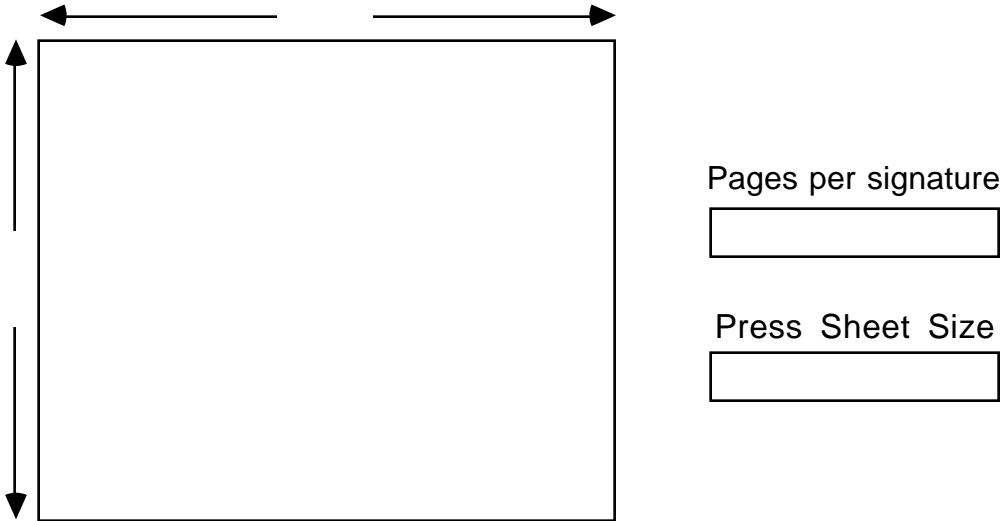
58: Calculate the press-sheet size for an 8 1/2 X 11 upright booklet. Job is to be printed in color. 23 X 29" press. Use 1/4" lip, gripper and trim marks. Make sure to LABEL all margins and lines appropriately. DRAW the press-sheet layout in the large box below. Write the press maximum-size dimensions where shown on the arrows. Write the pages per signature and press-sheet size where indicated.



PRESS-SHEET LAYOUT

Chapter 2, Paper Information

59: Calculate the press-sheet size for an 5 1/2 X 8 1/2 upright booklet. Job is NOT to be printed in color. 12 X 18 press. Use 1/4" lip, gripper and trim marks. Make sure to LABEL all margins and lines appropriately. DRAW the press-sheet layout in the large box below. Write the press maximum-size dimensions where shown on the arrows. Write the pages per signature and press-sheet size where indicated.



PRESS-SHEET LAYOUT

Chapter 2, Paper Information

60: Answer the questions below concerning the following flat-sheet job:

Quantity of finished sheets required: **65,000**

up: **12**

colors/# sides: **4 colors / 1 side (flat sheet)**

Quality level: **Process**

Name of paper: **Lithofect Plus Gloss 70# White**

Press sheet size: **23.5 X 35.5**

Press prints **4** colors at a time (single-sided)

of press-sheets needed before spoilage added: _____

of spoilage sheets for press preparation: _____

of spoilage sheets for running: _____

total press-sheets needed including spoilage: _____

best size of parent-sized-sheet to buy: _____

waste % when press-sheet is cut from parent-sheet: _____

Chapter 2, Paper Information

61: Answer the questions below concerning the following flat-sheet job:

Quantity of finished sheets required: **20,000**

up: **4**

colors/# sides: **2 colors / 2 sides (work and turn)**

Quality level: **Premium**

Name of paper: **Ardor Bond 20# white**

Press sheet size: **18 1/4 X 22 1/2**

Press prints **2** colors at a time (single-sided)

of press-sheets needed before spoilage added: _____

of spoilage sheets for press preparation: _____

of spoilage sheets for running: _____

total press-sheets needed including spoilage: _____

best size of parent-sized-sheet to buy: _____

waste % when press-sheet is cut from parent-sheet: _____

Chapter 2, Paper Information

62: Answer the questions below concerning the following flat-sheet job:

Quantity of finished sheets required: **5,000**

up: **6**

colors/# sides: **4 colors / 2 sides (sheetwise)**

Quality level: **Process**

Name of paper: **Cougar Opaque 70# White**

Press sheet size: **22 X 28**

Press prints **2** colors at a time (single-sided)

of press-sheets needed before spoilage added: _____

of spoilage sheets for press preparation: _____

of spoilage sheets for running: _____

total press-sheets needed including spoilage: _____

best size of parent-sized-sheet to buy: _____

waste % when press-sheet is cut from parent-sheet: _____

Chapter 2, Paper Information

63: Answer the questions below concerning the following flat-sheet job:

Quantity of finished sheets required: **11,000**

up: **35**

colors/# sides: **4 colors / 2 sides (sheetwise)**

Quality level: **Process**

Name of paper: **Futura Gloss Cover 80# White**

Press sheet size: **20 X 26**

Press prints **4** colors at a time (single-sided)

of press-sheets needed before spoilage added: _____

of spoilage sheets for press preparation: _____

of spoilage sheets for running: _____

total press-sheets needed including spoilage: _____

best size of parent-sized-sheet to buy: _____

waste % when press-sheet is cut from parent-sheet: _____

Chapter 2, Paper Information

64: Answer the questions below concerning the following signature job:

Quantity of finished booklets required: **50,000**

Pages in booklet: **64**

Pages per signature: **16**

colors/# sides: **1 color / 2 sides (sheetwise)**

Quality level: **Ordinary**

Name of paper: **Classic Laid Text 80# Classic Natural Virgin White**

Press sheet size: **19 X 25**

Press prints **1** color at a time (single-sided)

of signatures required: _____

of press-sheets needed before spoilage added: _____

of spoilage sheets for press preparation: _____

of spoilage sheets for running: _____

total press-sheets needed including spoilage: _____

best size of parent-sized-sheet to buy: _____

waste % when press-sheet is cut from parent-sheet: _____

Chapter 2, Paper Information

65: Answer the questions below concerning the following signature job:

Quantity of finished booklets required: **8,000**

Pages in booklet: **24**

Pages per signature: **8**

colors/# sides: **1 color / 2 sides (sheetwise)**

Quality level: **Ordinary**

Name of paper: **Cougar Opaque 80# White**

Press sheet size: **26 X 37**

Press prints **1** color at a time (single-sided)

of signatures required: _____

of press-sheets needed before spoilage added: _____

of spoilage sheets for press preparation: _____

of spoilage sheets for running: _____

total press-sheets needed including spoilage: _____

best size of parent-sized-sheet to buy: _____

waste % when press-sheet is cut from parent-sheet: _____

Chapter 2, Paper Information

66: Answer the questions below concerning the following signature job:

Quantity of finished booklets required: **10,000**

Pages in booklet: **16**

Pages per signature: **4**

colors/# sides: **2 colors / 2 sides (sheetwise)**

Quality level: **Premium**

Name of paper: **Productolith Gloss 80# White**

Press sheet size: **11 1/2 X 17 1/2**

Press prints **2** colors at a time (single-sided)

of signatures required: _____

of press-sheets needed before spoilage added: _____

of spoilage sheets for press preparation: _____

of spoilage sheets for running: _____

total press-sheets needed including spoilage: _____

best size of parent-sized-sheet to buy: _____

waste % when press-sheet is cut from parent-sheet: _____

Chapter 2, Paper Information

67: Answer the questions below concerning the following signature job:

Quantity of finished booklets required: **5,000**

Pages in booklet: **48**

Pages per signature: **16**

colors/# sides: **4 colors / 2 sides (sheetwise)**

Quality level: **Process**

Name of paper: **Mountir Matte 70# White**

Press sheet size: **17 1/2 X 22 1/2**

Press prints **2** colors at a time (single-sided)

of signatures required: _____

of press-sheets needed before spoilage added: _____

of spoilage sheets for press preparation: _____

of spoilage sheets for running: _____

total press-sheets needed including spoilage: _____

best size of parent-sized-sheet to buy: _____

waste % when press-sheet is cut from parent-sheet: _____

Chapter 2, Paper Information

68: See Dr. Waite for a sample sheet of paper. Staple a sample to this test. Then answer the following questions in regard to that paper.

- a. The paper is a member of which classification? _____
- b. Describe the paper's formation. _____

- c. Go into the lab and check the paper's brightness. Describe it: _____
- d. Rate the opacity of the paper: _____
- e. Describe the printability of this paper as regard to the reproduction of type matter: _____

- f. Describe the printability of this paper as regard to 150-line process color reproductions. _____

- g. Give me an example of a final printed-product that this paper would be useful for. Why? _____

Chapter 2, Paper Information

69: Look up ARDOR XEROCOPY/BOND CUT STOCK in your UNISOURCE price book. Then, answer the following questions:

What section and page of the price book is the paper found on? Section _____, page _____

List the sizes available: _____

List the basic weights available: _____

List the colors available: _____

List the finishes available: _____

Check each pricing method that is applicable:

- M Sheet
- C Sheet
- Ream
- CWT

List the price brackets available: _____

List all ways that the paper comes packaged:

Chapter 2, Paper Information

70: Look up FORTUNE MATTE COVER in your UNISOURCE price book. Then, answer the following questions:

What section and page of the price book is the paper found on? Section _____, page _____

List the sizes available: _____

List the basic weights available: _____

List the colors available: _____

List the finishes available: _____

Check each pricing method that is applicable:

M Sheet

C Sheet

Ream

CWT

List the price brackets available: _____

List all ways that the paper comes packaged:

Chapter 2, Paper Information

71: Look up MULTIFECT GLOSS TEXT in your UNISOURCE price book. Then, answer the following questions:

What section and page of the price book is the paper found on? Section _____, page _____

List the sizes available: _____

List the basic weights available: _____

List the colors available: _____

List the finishes available: _____

Check each pricing method that is applicable:

M Sheet

C Sheet

Ream

CWT

List the price brackets available: _____

List all ways that the paper comes packaged:

Chapter 3, Measurement & Copyfitting

1: Copyfit the following problem. Answer the questions which appear under the sample of the text.

The approximately 3,100 institutions of higher education in the United States do not play equal roles in science and engineering education and research. For example, in some fields, degrees awarded at the baccalaureate, master's and Ph.D. levels are more concentrated in the Ph.D.-granting institutions than in other fields. Also, the number of institutions has expanded over the past two decades, and individual schools have developed into different types of schools as they have increased their program offerings to meet the demands of the growing student population.

The above manuscript continues for a total of 8300 lines

What is the average number of typewritten characters in each typewritten line? _____

What is the total number of characters in the manuscript? _____

What is the number of typeset characters in each typeset line if the job will be set in 10 point Times

Roman with a 30 pica line length? _____

How many typeset lines will the entire manuscript take? _____

What is the number of printed lines per page if the type is set 10/13 and the column depth is 50

picas? _____

Assuming that there are no pictures, illustrations or short pages, how many typeset pages will be

required to hold the manuscript? _____

Chapter 3, Measurement & Copyfitting

2: Copyfit the following problem. Answer the questions which appear under the sample of the text.

Stripping formerly referred to the removal of sections of the photographic emulsion from wet-plate or dry-plate negatives. These emulsion sections were then transferred, assembled, and adhered in position on a glass plate. The stripping of emulsions off of photographic plates was discontinued when manufactured stripping films became available. However, the term "stripping" is still in use today to describe the film assembly technician.

The above manuscript continues for a total of 7390 lines

What is the average number of typewritten characters in each typewritten line? _____

What is the total number of characters in the manuscript? _____

What is the number of typeset characters in each typeset line if the job will be set in 12 point Futura with a 24 pica line length? _____

How many typeset lines will the entire manuscript take? _____

What is the number of printed lines per page if the type is set 12/14 and the column depth is 50 picas? _____

Assuming that there are no pictures, illustrations or short pages, how many typeset pages will be required to hold the manuscript? _____

Chapter 3, Measurement & Copyfitting

3: Copyfit the following problem. Answer the questions which appear under the sample of the text.

On November eighth, all first year students are to report to their current technology at eighth period. Toward the end of eighth period they are to empty their lockers. At ninth period, they are to report to their second quarter technology. During ninth period, technical instructors will introduce their program and assign new lockers. Technology instruction will begin on November ninth during eighth period. Students who do not know which technology they are assigned to for second quarter should contact their class moderator for assistance.

The above manuscript continues for a total of 5354 lines

What is the average number of typewritten characters in each typewritten line? _____

What is the total number of characters in the manuscript? _____

What is the number of typeset characters in each typeset line if the job will be set in 12 point Times

Roman with a 28 pica line length? _____

How many typeset lines will the entire manuscript take? _____

What is the number of printed lines per page if the type is set 12/15 and the column depth is 48
picas? _____

Assuming that there are no pictures, illustrations or short pages, how many typeset pages will be
required to hold the manuscript? _____

Chapter 3, Measurement & Copyfitting

4: Type is needed to fill a 64 page booklet. The book will be solid type without illustrations. It is to be printed in Times Roman, 14/16, 30 picas wide and 54 picas deep.

The typist will type lines averaging 65 characters per line, with 27 lines per typed page.

How many pages are to be filled? _____

What is the typeface? _____

What is the point-size of the type and leading? _____

What is the line length? _____

What is the column depth? _____

How many typeset characters will be one one typeset line? _____

How many typeset lines will be on one typeset page? _____

How many characters will be needed to fill the booklet? _____

How many typewritten lines will be needed to fill the booklet? _____

How many typed pages will be needed to fill the booklet? _____

Chapter 3, Measurement & Copyfitting

5: Type is needed to fill a 32 page booklet. The booklet will be solid type without illustrations. It is to be printed in Times Roman, 12/14, 24 picas wide and 48 picas deep.

The typist will type lines averaging 60 characters per line, with 27 lines per typed page.

How many pages are to be filled? _____

What is the typeface? _____

What is the point-size of the type and leading? _____

What is the line length? _____

What is the column depth? _____

How many typeset characters will be one one typeset line? _____

How many typeset lines will be on one typeset page? _____

How many characters will be needed to fill the booklet? _____

How many typewritten lines will be needed to fill the booklet? _____

How many typed pages will be needed to fill the booklet? _____

Chapter 3, Measurement & Copyfitting

6: Type is needed to fill a 16 page booklet. The booklet will be solid type without illustrations. It is to be printed in Times Roman, 14/16, 60 picas wide and 108 picas deep.

How many pages are to be filled? _____

What is the typeface? _____

What is the point-size of the type and leading? _____

What is the line length? _____

What is the column depth? _____

How many typeset characters will be one one typeset line? _____

How many typeset lines will be on one typeset page? _____

How many characters will be needed to fill the booklet? _____

7: Measure each of the lines shown in the right hand column below to the closest 1/2 pica. Write the length on the blank to the left of the line to be measured.

Length	Line to be measured
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Chapter 3, Measurement & Copyfitting

8: How many points are there in a pica?

- A: 4
- B: 6
- C: 12
- D: 18
- E: 72

9: How many points are there in one inch?

- A: 4
- B: 6
- C: 12
- D: 18
- E: 72

10: How many picas are there in one inch?

- A: 4
- B: 6
- C: 12
- D: 18
- E: 72

11: Which of these is commonly used in the United States to measure page size?

- A: millimeter
- B: meter
- C: inch
- D: foot
- E: point
- F: pica

Chapter 3, Measurement & Copyfitting

12: Which of these is commonly used in the United States to measure type leading?

A: millimeter

B: meter

C: inch

D: foot

E: point

F: pica

13: Which of these is commonly used in the United States to measure line length?

A: millimeter

B: meter

C: inch

D: foot

E: point

F: pica

14: Which of these is commonly used in the United States to measure column depth?

A: millimeter

B: meter

C: inch

D: foot

E: point

F: pica

Chapter 3, Measurement & Copyfitting

15: Calculate the number of ems in a line of 8 point type that is 24 picas wide. Show your work and place your answer in the box below.

16: Calculate the number of ems in a line of 14 point type that is 60 picas wide. Show your work and place your answer in the box below.

17: The metric sheet size that is most similar to the standard 8 1/2 X 11 page is:

A: A1 B: A3 C: A4 D: B1 E: B3 F: B4

18: The metric sheet size that is most similar to the standard #10 envelope is:

A: C7

B: C6

C: B4

D: C4

E: DL

19: If you fold an A3 in half, you get a(n):

A: A1

B: A1.5

C: A3

D: A4

E: B3

Chapter 3, Measurement & Copyfitting

20: If you are using the metric ISO paper sizes and you want a sheet size that is out-of-the ordinary, use:

A: A sheets

B: B sheets

C: C sheets

D: D sheets

Chapter 4, Estimating Offset Printing Materials

- 1: Using the M-sheet method, calculate the cost for the following paper. Show your work and write your answer on the lines below. Use the UNISOURCE Price Book you were given in class.

Paper Name: **Husky Offset Smooth Finish**

Size to be purchased: **19 X 25**

Color to be purchased: **White**

Basic weight to be purchased: **60#**

Quantity to be purchased: **12,000**

How many sheets are there per carton? _____

Which price bracket should be used? _____

What is the price per M? _____

What is the total price of the paper? _____

- 2: Using the M-sheet method, calculate the cost for the following paper. Show your work and write your answer on the lines below. Use the UNISOURCE Price Book you were given in class.

Paper Name: **Neenah Bond**

Size to be purchased: **17 X 22**

Color to be purchased: **White**

Basic weight to be purchased: **20#**

Quantity to be purchased: **12,000**

How many sheets are there per carton? _____

Which price bracket should be used? _____

What is the price per M? _____

What is the total price of the paper? _____

Chapter 4, Estimating Offset Printing Materials

- 3: Using the M-sheet method, calculate the cost for the following paper. Show your work and write your answer on the lines below. Use the UNISOURCE Price Book you were given in class.

Paper Name: **Ardor Ledger**
Size to be purchased: **28 X 34**
Color to be purchased: **White**
Basic weight to be purchased: **32#**
Quantity to be purchased: **11,000**

How many sheets are there per carton? _____

Which price bracket should be used? _____

What is the price per M? _____

What is the total price of the paper? _____

- 4: Using the M-sheet method, calculate the cost for the following paper. Show your work and write your answer on the lines below. Use the UNISOURCE Price Book you were given in class.

Paper Name: **Sundance Vellum Cover**
Size to be purchased: **26 X 40**
Color to be purchased: **Maize**
Basic weight to be purchased: **65#**
Quantity to be purchased: **600**

How many sheets are there per carton? _____

Which price bracket should be used? _____

What is the price per M? _____

What is the total price of the paper? _____

Chapter 4, Estimating Offset Printing Materials

- 5: Using the M-sheet method, calculate the cost for the following paper. Show your work and write your answer on the lines below. Use the UNISOURCE Price Book you were given in class.

Paper Name: **Lustro Offset Enamel Gloss**

Size to be purchased: **17 1/2 X 22 1/2**

Color to be purchased: **White**

Basic weight to be purchased: **80#**

Quantity to be purchased: **12,000**

How many sheets are there per carton? _____

Which price bracket should be used? _____

What is the price per M? _____

What is the total price of the paper? _____

- 6: Using the M-sheet method, calculate the cost for the following paper. Show your work and write your answer on the lines below. Use the UNISOURCE Price Book you were given in class.

Paper Name: **Vintage Velvet Cover**

Size to be purchased: **23 X 29**

Color to be purchased: **White**

Basic weight to be purchased: **100#**

Quantity to be purchased: **15,000**

How many sheets are there per carton? _____

Which price bracket should be used? _____

What is the price per M? _____

What is the total price of the paper? _____

Chapter 4, Estimating Offset Printing Materials

- 7: Using the M-sheet method, calculate the cost for the following paper. Show your work and write your answer on the lines below. Use the UNISOURCE Price Book you were given in class.

Paper Name: **Gainsborough Text**

Size to be purchased: **25 X 38**

Color to be purchased: **Spice Ivory**

Basic weight to be purchased: **80#**

Quantity to be purchased: **1,000**

How many sheets are there per carton? _____

Which price bracket should be used? _____

What is the price per M? _____

What is the total price of the paper? _____

- 8: Using the M-sheet method, calculate the cost for the following paper. Show your work and write your answer on the lines below. Use the UNISOURCE Price Book you were given in class.

Paper Name: **Acclaim Xerographic**

Size to be purchased: **8 1/2 X 11**

Color to be purchased: **White**

Basic weight to be purchased: **20#**

Quantity to be purchased: **17,500**

How many sheets are there per carton? _____

Which price bracket should be used? _____

What is the price per M? _____

What is the total price of the paper? _____

Chapter 4, Estimating Offset Printing Materials

- 9: DO NOT USE – UNISOURCE HAS NO C-SHEET PRICING! Using the C-sheet method, calculate the cost for the following paper. Show your work and write your answer on the lines below. Use the Ingram Price Book you were given in class.

Paper Name: **Crack 'N Peel Plus™**
Size to be purchased: **8 1/2 X 11**
Color to be purchased: **Flourescent Red**
Basic weight to be purchased: **60#**
Quantity to be purchased: **4,000**

How many sheets are there per carton? _____

Which price bracket should be used? _____

What is the price per C? _____

What is the total price of the paper? _____

- 10: DO NOT USE – UNISOURCE HAS NO C-SHEET PRICING! Using the C-sheet method, calculate the cost for the following paper. Show your work and write your answer on the lines below. Use the Ingram Price Book you were given in class.

Paper Name: **Touchdown Pressure Sensitive Label**
Size to be purchased: **17 X 22**
Color to be purchased: **White Permanent Adhesive Kromekote**
Basic weight to be purchased: **60#**
Quantity to be purchased: **700**

How many sheets are there per carton? _____

Which price bracket should be used? _____

What is the price per C? _____

What is the total price of the paper? _____

Chapter 4, Estimating Offset Printing Materials

- 11: DO NOT USE – UNISOURCE HAS NO C-SHEET PRICING! Using the C-sheet method, calculate the cost for the following paper. Show your work and write your answer on the lines below. Use the Ingram Price Book you were given in class.

Paper Name: **Fastrack™**
Size to be purchased: **20 X 26**
Color to be purchased: **High Gloss Cast Coated**
Basic weight to be purchased: **63#**
Quantity to be purchased: **1,000**

How many sheets are there per carton? _____

Which price bracket should be used? _____

What is the price per C? _____

What is the total price of the paper? _____

- 12: DO NOT USE – UNISOURCE HAS NO C-SHEET PRICING! Using the C-sheet method, calculate the cost for the following paper. Show your work and write your answer on the lines below. Use the Ingram Price Book you were given in class.

Paper Name: **Fasprint®**
Size to be purchased: **26 X 20**
Color to be purchased: **Bright Gold Laminated Foil**
Basic weight to be purchased: **.00035 alum. foil laminated to 55#**
Quantity to be purchased: **800**

How many sheets are there per carton? _____

Which price bracket should be used? _____

What is the price per C? _____

What is the total price of the paper? _____

Chapter 4, Estimating Offset Printing Materials

- 13: Using the CWT method, calculate the cost for the following paper. Show your work and write your answer on the lines below. Use the UNISOURCE Price Book you were given in class.

Paper Name: **Chieftain Bond**

Size to be purchased: **22 X 34**

Color to be purchased: **White**

Basic weight to be purchased: **24#**

Quantity to be purchased: **10,000**

What is the M Weight? _____

What is the total number of pounds needed? _____

Which price bracket should be used? _____

What is the CWT price? _____

What is the total price of the paper? _____

Chapter 4, Estimating Offset Printing Materials

14: Using the CWT method, calculate the cost for the following paper. Show your work and write your answer on the lines below. Use the UNISOURCE Price Sheet you were given in class.

Paper Name: **Fortune Gloss**
Size to be purchased: **19 X 25**
Color to be purchased: **White**
Basic weight to be purchased: **80#**
Quantity to be purchased: **75,000**

What is the M Weight? _____

What is the total number of pounds needed? _____

Which price bracket should be used? _____

The CWT Price is \$114.90

What is the total price of the paper? _____

Chapter 4, Estimating Offset Printing Materials

15: Using the CWT method, calculate the cost for the following paper. Show your work and write your answer on the lines below. Use the UNISOURCE Price Book you were given in class.

Paper Name: **Fox River Bond**

Size to be purchased: **17 X 22**

Color to be purchased: **Arctic White**

Basic weight to be purchased: **24#**

Quantity to be purchased: **500**

What is the M Weight? _____

What is the total number of pounds needed? _____

Which price bracket should be used? _____

What is the CWT price? _____

What is the total price of the paper? _____

Chapter 4, Estimating Offset Printing Materials

16: Using the CWT method, calculate the cost for the following paper. Show your work and write your answer on the lines below. Use the Ingram Price Book you were given in class.

Paper Name: **Starbrite Gloss Book (Cartons)**

Size to be purchased: **23 X 35**

Color to be purchased: **White**

Basic weight to be purchased: **60#**

Quantity to be purchased: **110,000**

What is the M Weight? _____

What is the total number of pounds needed? _____

Which price bracket should be used? _____

What is the CWT price? _____

What is the total price of the paper? _____

Chapter 4, Estimating Offset Printing Materials

17: Using the CWT method, calculate the cost for the following paper. Show your work and write your answer on the lines below. Use the UNISOURCE Price Book you were given in class.

Paper Name: **Crown Gloss Book**

Size to be purchased: **24 X 36**

Color to be purchased: **White**

Basic weight to be purchased: **70#**

Quantity to be purchased: **180,000**

What is the M Weight? _____

What is the total number of pounds needed? _____

Which price bracket should be used? _____

What is the CWT price? _____

What is the total price of the paper? _____

Chapter 4, Estimating Offset Printing Materials

18: Using the CWT method, calculate the cost for the following paper. Show your work and write your answer on the lines below. Use the UNISOURCE Price Book you were given in class.

Paper Name: **Beckett Cambric Text**

Size to be purchased: **23 X 35**

Color to be purchased: **Sky Blue**

Basic weight to be purchased: **70#**

Quantity to be purchased: **90,800**

What is the M Weight? _____

What is the total number of pounds needed? _____

Which price bracket should be used? _____

What is the CWT price? _____

What is the total price of the paper? _____

Chapter 4, Estimating Offset Printing Materials

19: Using the CWT method, calculate the cost for the following paper. Show your work and write your answer on the lines below. Use the Ingram Price Book you were given in class.

Paper Name: **Productolith Dull**

Size to be purchased: **19 X 25**

Color to be purchased: **White**

Basic weight to be purchased: **100#**

Quantity to be purchased: **55,000**

What is the M Weight? _____

What is the total number of pounds needed? _____

Which price bracket should be used? _____

What is the CWT price? _____

What is the total price of the paper? _____

Chapter 4, Estimating Offset Printing Materials

20: Using the CWT method, calculate the cost for the following paper. Show your work and write your answer on the lines below. Use the UNISOURCE Price Book you were given in class.

Paper Name: **Classic Laid Writing**

Size to be purchased: **17 X 22**

Color to be purchased: **Avon Brilliant White**

Basic weight to be purchased: **24#**

Quantity to be purchased: **225,000**

What is the M Weight? _____

What is the total number of pounds needed? _____

Which price bracket should be used? _____

What is the CWT price? _____

What is the total price of the paper? _____

Chapter 4, Estimating Offset Printing Materials

21: Using the CWT method, calculate the cost for the following paper. Show your work and write your answer on the lines below. Use the Ingram Price Book you were given in class.

Paper Name: **Classic Laid Writing**

Size to be purchased: **22 1/2 X 35**

Color to be purchased: **Antique Gray**

Basic weight to be purchased: **20#**

Quantity to be purchased: **10,000**

What is the M Weight? _____

What is the total number of pounds needed? _____

Which price bracket should be used? _____

What is the CWT price? _____

What is the total price of the paper? _____

Chapter 4, Estimating Offset Printing Materials

- 22: Use the raw material cost sheet for data. Find the total cost per sheet of the photographic material described below. Show your work and place your answers on the lines below. Assume that developer replenishment costs \$0.009 per linear inch and fixer replenisher costs .0005 per linear inch. Figure a 10% spoilage allowance for both raw materials and processing.

MATERIAL: Excelerate 10 X 12

_____ Raw Material Cost
_____ Developer Cost
_____ Fix Cost
_____ Spoilage allowance
_____ Total Cost

- 23: Use the raw material cost sheet for data. Find the total cost per sheet of the photographic material described below. Show your work and place your answers on the lines below. Assume that developer replenishment costs \$0.009 per linear inch and fixer replenisher costs .0005 per linear inch.

MATERIAL: Excelerate 8 X 10

_____ Raw Material Cost
_____ Developer Cost
_____ Fix Cost
_____ Total Cost

Chapter 4, Estimating Offset Printing Materials

- 24: Use the raw material cost sheet for data. Find the total cost per sheet of the photographic material described below. Show your work and place your answers on the lines below. Assume that developer replenishment costs \$0.009 per linear inch and fixer replenisher costs .0005 per linear inch. Figure a 10% spoilage allowance for both raw materials and processing.

MATERIAL: DRC Contact Film 11 X 14

_____ Raw Material Cost

_____ Developer Cost

_____ Fix Cost

_____ Spoilage allowance

_____ Total Cost

- 25: Use the raw material cost sheet for data. Find the total cost per sheet of the photographic material described below. Show your work and place your answers on the lines below. Assume that developer replenishment costs \$0.009 per linear inch and fixer replenisher costs .0005 per linear inch. Figure a 10% spoilage allowance for both raw materials and processing.

MATERIAL: DRD Duplicating Film 10 X 12

_____ Raw Material Cost

_____ Developer Cost

_____ Fix Cost

_____ Spoilage allowance

_____ Total Cost

Chapter 4, Estimating Offset Printing Materials

- 26: Use the raw material cost sheet for data. Find the total cost per sheet of the photographic material described below. Show your work and place your answers on the lines below. Assume that developer replenishment costs \$0.009 per linear inch and fixer replenisher costs .0005 per linear inch. Figure a 10% spoilage allowance for both raw materials and processing.

MATERIAL: DRC Contact Film 8 X 10

_____ Raw Material Cost

_____ Developer Cost

_____ Fix Cost

_____ Spoilage allowance

_____ Total Cost

- 27: Use the raw material cost sheet for data. Find the total cost per sheet of the film-assembly material described below. Show your work and place your answers on the lines below.

MATERIAL: Goldenrod Flat for a 14 X 18 Duplicator.

_____ Total Cost

- 28: Use the raw material cost sheet for data. Find the total cost per sheet of the film-assembly material described below. Show your work and place your answers on the lines below.

MATERIAL: Orange Vinyl Flat for an 11 X 17 Duplicator.

_____ Total Cost

Chapter 4, Estimating Offset Printing Materials

- 29: Use the raw material cost sheet for data. Find the total cost per sheet of the film-assembly material described below. Show your work and place your answers on the lines below.

MATERIAL: Clear Poly Flat for a Heidelberg GTO.

_____ Total Cost

- 30: Use the raw material cost sheet for data. Find the total cost per sheet of the film-assembly material described below. Show your work and place your answers on the lines below.

MATERIAL: Sheet of Rubylith for a MANRoland 300P.

_____ Total Cost

- 31: Use the raw material cost sheet for data. Find the total cost per sheet of the film-assembly material described below. Show your work and place your answers on the lines below.

MATERIAL: Goldenrod Flat for a Heidelberg SORM.

_____ Total Cost

- 32: Use the raw material cost sheet for data. Find the total cost per sheet of the film-assembly material described below. Show your work and place your answers on the lines below.

MATERIAL: Clear Poly Flat for a Komori L-440.

_____ Total Cost

Chapter 4, Estimating Offset Printing Materials

- 33: Use the raw material cost sheet for data. Find the total cost per sheet of the film-assembly material described below. Show your work and place your answers on the lines below.

MATERIAL: Orange Vinyl Flat for a 10 X 15 Duplicator.

_____ Total Cost

- 34: Use the raw material cost sheet for data. Find the total cost per sheet of the film-assembly material described below. Show your work and place your answers on the lines below.

MATERIAL: Sheet of Rubylith for a 14 X 18 Duplicator.

_____ Total Cost

- 35: Use the raw material cost sheet for data. Find the total cost per sheet of the proofing material described below. Show your work and place your answers on the lines below.

MATERIAL: Dylux for a Heidelberg GTO.

_____ Total Cost

- 36: Use the raw material cost sheet for data. Find the total cost per sheet of the proofing material described below. Show your work and place your answers on the lines below.

MATERIAL: Dylux for a 10 X 15 Duplicator.

_____ Total Cost

Chapter 4, Estimating Offset Printing Materials

37: Use the raw material cost sheet for data. Find the total cost per sheet of the proofing material described below. Assume HAND DEVELOPMENT. Show your work and place your answers on the lines below. Assume the Color Key Developer costs \$.005 per square inch.

MATERIAL: 20 X 24 Color Key.

_____ Raw Material Cost per Color

_____ Developer Cost per Color

_____ Total Cost per Color

38: Use the raw material cost sheet for data. Find the total cost per sheet of the proofing material described below. Assume HAND DEVELOPMENT. Show your work and place your answers on the lines below. Assume the Color Key Developer costs \$.005 per square inch.

MATERIAL: 14 X 17 Color Key.

_____ Raw Material Cost per Color

_____ Developer Cost per Color

_____ Total Cost per Color

Chapter 4, Estimating Offset Printing Materials

39: Use the raw material cost sheet for data. Find the total cost per sheet of the proofing material described below. Assume HAND DEVELOPMENT. Show your work and place your answers on the lines below. Assume the Color Key Developer costs \$.005 per square inch.

MATERIAL: 11 X 14 Color Key.

_____ Raw Material Cost per Color

_____ Developer Cost per Color

_____ Total Cost per Color

40: Use the raw material cost sheet for data. Find the total cost per sheet of the plate material described below. Assume HAND development. Show your work and place your answers on the lines below. Assume that the plate developer costs .003 per square inch (per side) and finisher costs .003 per square inch (per side).

MATERIAL: Plate for a Komori L-440 (28 X 40 plate size).

_____ Raw Material Cost

_____ Development Cost per Side

_____ Total Cost (1 sided developed)

_____ Total Cost (2 sided developed)

Chapter 4, Estimating Offset Printing Materials

- 41: Use the raw material cost sheet for data. Find the total cost per sheet of the plate material described below. Assume HAND development. Show your work and place your answers on the lines below. Assume that the plate developer costs .003 per square inch (per side) and finisher costs .003 per square inch (per side).

MATERIAL: Viking Plate for a 10 X 15 Duplicator (10 X 15 plate size).

_____ Raw Material Cost
_____ Development Cost per Side
_____ Total Cost (1 sided developed)
_____ Total Cost (2 sided developed)

- 42: Use the raw material cost sheet for data. Find the total cost per sheet of the plate material described below. Assume HAND development. Show your work and place your answers on the lines below. Assume that the plate developer costs .003 per square inch (per side) and finisher costs .003 per square inch (per side).

MATERIAL: Plate for a MANRoland 300P (20 X 29 plate size).

_____ Raw Material Cost
_____ Development Cost per Side
_____ Total Cost (1 sided developed)
_____ Total Cost (2 sided developed)

Chapter 4, Estimating Offset Printing Materials

43: Calculate the ink cost for the job described below. Use the raw material cost sheet for data. Show your work and place your answers on the lines below.

Number of finished products desired: **30,000**

Percent press-sheet spoilage allowance: **6% plus 300 set-up sheets**

Description of job: **One Page Flier**

Press-sheet size: **8 1/2 X 11**

Printed area: **7 X 9 inches**

Color(s) of ink: **Regular (oil-based) black**

Number of printed sides: **One**

Type of image: **Type composition with halftones**

Percent ink waste allowance: **5%**

Type of paper: **Machine-finished book stock**

_____ Total pounds of ink required

_____ Total cost of ink

Chapter 4, Estimating Offset Printing Materials

44: Calculate the ink cost for the job described below. Use the raw material cost sheet for data. Show your work and place your answers on the lines below.

Number of finished products desired: **50,000**

Percent press-sheet spoilage allowance: **12% plus 1000 set-up sheets**

Description of job: **One Page Flier**

Press-sheet size: **8 1/2 X 11**

Printed area: **Black is 8 X 10.5"; Red is 3 X 5**

Color(s) of ink: **Rubber-based black and opaque warm red**

Number of printed sides: **One**

Type of image: **Black area contains type composition with one 3 X 5" halftone; red is a 3 X 5 halftone to combined with the black halftone to make a duotone.**

Percent ink waste allowance: **5%**

Type of paper: **Litho-coated stock**

_____ Total pounds of black ink required

_____ Total cost of black ink required

_____ Total pounds of red ink required

_____ Total cost of red ink required

_____ Total cost of ink

Chapter 4, Estimating Offset Printing Materials

45: Calculate the ink cost for the job described below. Use the raw material cost sheet for data. Show your work and place your answers on the lines below.

Number of finished products desired: **45,000**

Percent press-sheet spoilage allowance: **6% plus 300 set-up sheets**

Description of job: **32 page signature**

Press-sheet size: **35 X 45**

Printed area: **Each page has a type area of 6 X 8 inches**

Color(s) of ink: **Oil-based black**

Number of printed sides: **Two**

Type of image: **Normal type composition without halftones**

Percent ink waste allowance: **5%**

Type of paper: **#2 enamel stock**

_____ Total pounds of ink required

_____ Total cost of ink

Chapter 4, Estimating Offset Printing Materials

46: Calculate the ink cost for the job described below. Use the raw material cost sheet for data. Show your work and place your answers on the lines below.

Number of finished products desired: **10,000**
Percent press-sheet spoilage allowance: **18% plus 1200 set-up sheets**
Description of job: **One Page Poster**
Press-sheet size: **25 X 38**
Printed area: **24 1/2 X 36 1/2 (24 X 36 image bled 4 sides)**
Color(s) of ink: **YMCK**
Number of printed sides: **One**
Type of image: **YMCK process-half-tone set**
Percent ink waste allowance: **5% per color**
Type of paper: **#1 enamel stock**

_____ Total pounds of yellow ink required
_____ Total cost of yellow ink required
_____ Total pounds of magenta ink required
_____ Total cost of magenta ink required
_____ Total pounds of cyan ink required
_____ Total cost of cyan ink required
_____ Total pounds of black ink required
_____ Total cost of black ink required
_____ Total cost of ink

Chapter 4, Estimating Offset Printing Materials

47: Calculate the total cost, markup and selling price for the job described below. Use the raw material cost sheet for mark-up percentages. Show your work and place your answers on the lines below.

Paper stock: **\$8.87**

Line Negatives: **\$1.29**

Film Assembly Materials: **\$1.15**

Proofing Materials: **\$3.25**

Plate Materials: **\$5.67**

Ink: **\$3.27**

_____ Correct mark-up percent

_____ Total Cost

+ _____ Mark-up Cost

= _____ Selling Price

Chapter 4, Estimating Offset Printing Materials

48: Calculate the total cost, markup and selling price for the job described below. Use the raw material cost sheet for mark-up percentages. Show your work and place your answers on the lines below.

Paper stock: **\$82.18**
Line Negatives: **\$1.87**
Film Assembly Materials: **\$1.60**
Proofing Materials: **\$2.52**
Plate Materials: **\$8.34**
Ink: **\$7.27**

_____ Correct mark-up percent

_____ Total Cost

+ _____ Mark-up Cost

= _____ Selling Price

Chapter 4, Estimating Offset Printing Materials

49: Calculate the total cost, markup and selling price for the job described below. Use the raw material cost sheet for mark-up percentages. Show your work and place your answers on the lines below.

Paper stock: **\$17.71**
Line Negatives: **\$1.87**
Halftone Negatives: **\$1.41**
Film Assembly Materials: **\$2.72**
Proofing Materials: **\$1.52**
Plate Materials: **\$7.58**
Ink: **\$3.27**

_____ Correct mark-up percent

_____ Total Cost

+ _____ Mark-up Cost

= _____ Selling Price

Chapter 4, Estimating Offset Printing Materials

50: Calculate the total cost, markup and selling price for the job described below. Use the raw material cost sheet for mark-up percentages. Show your work and place your answers on the lines below.

Paper stock: **\$195.57**

Line Negatives: **\$1.58**

Halftone Negatives: **\$2.17**

Proofing Materials: **\$2.26**

Plate Materials: **\$3.85**

Ink: **\$5.72**

_____ Correct mark-up percent

_____ Total Cost

+ _____ Mark-up Cost

= _____ Selling Price

Chapter 4, Estimating Offset Printing Materials

51: Calculate the total cost, markup and selling price for the job described below. Use the raw material cost sheet for mark-up percentages. Show your work and place your answers on the lines below.

Paper stock: **\$2050.00**
Line Negatives: **\$20.00**
Halftone Negatives: **\$80.00**
Film Assembly Materials: **\$12.17**
Color Proofing Materials: **\$45.00**
Buyouts: **\$295.00**
Plate Materials: **\$56.00**
Ink: **\$312.79**

_____ Correct mark-up percent

_____ Total Cost

+ _____ Mark-up Cost

= _____ Selling Price

Chapter 4, Estimating Offset Printing Materials

52: Calculate the total cost, markup and selling price for the job described below. Use the raw material cost sheet for mark-up percentages. Show your work and place your answers on the lines below.

Paper stock: **\$80.95**
Line Negatives: **\$4.00**
Film Assembly Materials: **\$1.25**
Proofing Materials: **\$4.95**
Buyouts: **\$7.00**
Plate Materials: **\$7.75**
Ink: **\$6.00**

_____ Correct mark-up percent

_____ Total Cost

+ _____ Mark-up Cost

= _____ Selling Price

Chapter 5, Estimating Offset Printing Labor Costs

- 1: Calculate the total labor for keyboarding, phototypesetting and proofreading the following job. Show your work and place your answers on the lines below.

Number of characters: **500,000**

Type of Copy: **Straight matter with bold headings**

Type of machine: **Mergenthaler VIP**

Hourly rate: **\$24.85 for all operations**

_____ Keyboarding Time

_____ Keyboarding Cost

_____ Phototypesetting Time

_____ Phototypesetting Cost

_____ Proofreading Time

_____ Proofreading Cost

_____ Total Time

_____ Total Cost

Chapter 5, Estimating Offset Printing Labor Costs

- 2: Calculate the total labor for keyboarding, phototypesetting and proofreading the following job. Show your work and place your answers on the lines below.

Number of characters: **38950**

Type of Copy: **Straight matter with some caps and small caps**

Type of machine: **APS Micro 5**

Hourly rate: **\$24.85 for all operations**

_____ Keyboarding Time

_____ Keyboarding Cost

_____ Phototypesetting Time

_____ Phototypesetting Cost

_____ Proofreading Time

_____ Proofreading Cost

_____ Total Time

_____ Total Cost

Chapter 5, Estimating Offset Printing Labor Costs

- 3: Calculate the total labor for keyboarding, phototypesetting and proofreading the following job. Show your work and place your answers on the lines below.

Number of characters: **840000**

Type of Copy: **10 point straight matter**

Type of machine: **Mergenthaler VIP**

Hourly rate: **\$28.65 (Keyboarding); \$29.80 (Phototypesetting);
\$13.60 (Proofreading)**

_____ Keyboarding Time

_____ Keyboarding Cost

_____ Phototypesetting Time

_____ Phototypesetting Cost

_____ Proofreading Time

_____ Proofreading Cost

_____ Total Time

_____ Total Cost

Chapter 5, Estimating Offset Printing Labor Costs

- 4: Calculate the litho-photography labor charges for the following job. Show your work and place your answers on the lines below.

Number of line shots/art quality/method of processing: **15/good/manual**

Number of halftones/art quality/method of processing: **10/good/manual**

Number of contacts/art quality/method of processing: **1/good/manual**

Hourly rate: **\$35.78**

_____ Linework Time

_____ Linework Cost

_____ Halftone Time

_____ Halftone Cost

_____ Contact Time

_____ Contact Cost

_____ Total Time

_____ Total Cost

Chapter 5, Estimating Offset Printing Labor Costs

- 5: Calculate the litho-photography labor charges for the following job. Show your work and place your answers on the lines below.

Number of line shots/art quality/method of processing: **35/good/manual**

Number of halftones/art quality/method of processing: **8/good/manual**

Number of PMT'S/art quality/method of processing: **4/poor/automatic**

Hourly rate: **\$35.78**

_____ Linework Time

_____ Linework Cost

_____ Halftone Time

_____ Halftone Cost

_____ PMT Time

_____ PMT Cost

_____ Total Time

_____ Total Cost

- 6: Calculate the litho-photography labor charges for the following job. Show your work and place your answers on the lines below.

Number of line shots/art quality/method of processing: **64/good/automatic**

Hourly rate: **\$35.78**

_____ Total Time

_____ Total Cost

Chapter 5, Estimating Offset Printing Labor Costs

- 7: Calculate the litho-photography labor charges for the following job. Show your work and place your answers on the lines below.

Number of line shots/art quality/method of processing: **36/good/manual**

Number of duotone sets/art quality/method of processing: **25/good/manual**

Hourly rate: **\$35.78**

_____ Linework Time

_____ Linework Cost

_____ Duotone Time

_____ Duotone Cost

_____ Total Time

_____ Total Cost

Chapter 5, Estimating Offset Printing Labor Costs

- 8: Calculate the film-assembly labor charges for the following job. Show your work and place your answers on the lines below. The master flat is to contain only the layout lines and the marks. All negatives will be assembled on the complementary flats.

Press Size: **23 X 29**

Job Description: **B/W 64 page booklet requiring 4 signatures**

Number of Master Flats: **1**

Number of Complementary Flats: **8**

Number/size/category of negatives: **64/5 X 7/simple**

Additions: **None**

Hourly rate: **\$25.80**

_____ Master Flat Production Time

_____ Complementary Flat Production Time

_____ Laying and Cutting Time

_____ Total Time

_____ Total Cost

Chapter 5, Estimating Offset Printing Labor Costs

9: Calculate the film-assembly labor charges for the following job. Show your work and place your answers on the lines below.

Press Size: **17 X 22**

Job Description: **4 up 8 1/2 X 11 advertisements; 2 colors, 1 side**

Number of Master Flats: **1**

Number of Complementary Flats: **2**

Number/size/category of negatives on Master Flat: **4/8 1/2 X 11/simple (line)**

Number/size/category of negatives on Comp Flat # 1: **4/8 1/2 X 11/difficult (halftone)**

Number/size/category of negatives on Comp Flat #2: **4/8 1/2 X 11/simple (line)**

Additions: **None**

Hourly rate: **\$25.80**

_____ Master Flat Production Time

_____ Complementary Flat Production Time

_____ Master Flat Laying and Cutting Time

_____ Complementary Flat #1 Laying and Cutting Time

_____ Complementary Flat #2 Laying and Cutting Time

_____ Total Time

_____ Total Cost

Chapter 5, Estimating Offset Printing Labor Costs

- 10: Calculate the film-assembly labor charges for the following job. Show your work and place your answers on the lines below. The master flat will contain only the layout lines and marks. All negatives will be placed on the complementary flats.

Press Size: **10 X 15**

Job Description: **4 part business form; plate changes on each part; each part 2 colors**

Number of Master Flats: **1**

Number of Complementary Flats: **8**

Number/size/category of negatives on Comp Flats: **8/10 X 12/simple (line) (1 neg each complementary flat)**

Additions: **Each color flat to have one screen tint applied**

Hourly rate: **\$25.80**

_____ Master Flat Production Time

_____ Complementary Flat Production Time

_____ Master Flat Laying and Cutting Time

_____ Complementary Flat Laying and Cutting Time

_____ Screen Tints Time

_____ Total Time

_____ Total Cost

Chapter 5, Estimating Offset Printing Labor Costs

11: Calculate the film-assembly labor charges for the following job. Show your work and place your answers on the lines below.

Press Size: **19 X 25**

Job Description: **4 color poster**

Number of Master Flats: **1**

Number of Complementary Flats: **4**

Number/size/category of negatives on Master Flats: **1 set of 7 register/side-guide/fit marks**

Number/size/category of negatives on Comp Flats: **4/20 X 24/difficult (process color seps)
plus 4 sets of color patches**

Additions: **None**

Hourly rate: **\$25.80**

_____ Master Flat Production Time

_____ Complementary Flat Production Time

_____ Master Flat Laying and Cutting Time

_____ Complementary Flat Laying and Cutting Time

_____ Total Time

_____ Total Cost

Chapter 5, Estimating Offset Printing Labor Costs

- 12: Calculate the platemaking and proofing labor charges for the following job. Show your work and place your answers on the lines below.

Press Size: **10 X 15**

Job Description: **B/W, 5 pages printed on 3 front and back 8 1/2 X 11 sheets**

Manual or automatic plate processing: **Manual**

Manual or automatic plate exposure: **Manual**

Type of Proofing Material: **Dylux**

Number of First Exposures: **5**

Number of Additional Exposures: **0**

Additions: **None**

Hourly rate: **\$58.45**

PROOFING COSTS

_____ First Exposure Production Time

_____ Total Proofing Labor Cost

PLATEMAKING COSTS

_____ Master Flat Production Time

_____ Total Platemaking Labor Cost

Chapter 5, Estimating Offset Printing Labor Costs

- 13: Calculate the platemaking and proofing labor charges for the following job. Show your work and place your answers on the lines below.

Press Size: **23 X 29**

Job Description: **B/W, 4 signatures**

Manual or automatic plate processing: **Automatic**

Manual or automatic plate exposure: **Manual**

Type of Proofing Material: **Dylux**

Number of First Exposures: **8**

Number of Additional Exposures: **8**

Additions: **None**

Hourly rate: **\$58.45**

PROOFING COSTS

_____ First Exposure Production Time

_____ Additional Exposure Production Time

_____ Total Production Time

_____ Total Proofing Labor Cost

PLATEMAKING COSTS

_____ First Exposure Production Time

_____ Additional Exposure Production Time

_____ Total Production Time

_____ Total Platemaking Labor Cost

Chapter 5, Estimating Offset Printing Labor Costs

- 14: Calculate the platemaking and proofing labor charges for the following job. Show your work and place your answers on the lines below.

Press Size: **19 X 25**

Job Description: **B/W, 5 signatures**

Manual or automatic plate processing: **Automatic**

Manual or automatic plate exposure: **Manual**

Type of Proofing Material: **Dylux**

Number of First Exposures: **10**

Number of Additional Exposures: **30**

Additions: **None**

Hourly rate: **\$58.45**

PROOFING COSTS

_____ First Exposure Production Time

_____ Additional Exposure Production Time

_____ Total Production Time

_____ Total Proofing Labor Cost

PLATEMAKING COSTS

_____ First Exposure Production Time

_____ Additional Exposure Production Time

_____ Total Production Time

_____ Total Platemaking Labor Cost

Chapter 5, Estimating Offset Printing Labor Costs

15: Calculate the platemaking and proofing labor charges for the following job. Show your work and place your answers on the lines below.

Press Size: **25 X 38**

Job Description: **Single sided 4 color poster**

Manual or automatic plate processing: **Automatic**

Manual or automatic plate exposure: **Manual**

Type of Proofing Material: **Color Key®**

Number of First Exposures: **4**

Number of Additional Exposures: **4**

Additions: **None**

Hourly rate: **\$58.45**

PROOFING COSTS

_____ First Exposure Production Time

_____ Additional Exposure Production Time

_____ Total Production Time

_____ Total Proofing Labor Cost

PLATEMAKING COSTS

_____ First Exposure Production Time

_____ Additional Exposure Production Time

_____ Total Production Time

_____ Total Platemaking Labor Cost

Chapter 5, Estimating Offset Printing Labor Costs

16: Calculate the platemaking and proofing labor charges for the following job. Show your work and place your answers on the lines below.

Press Size: **10 X 15**

Job Description: **Two sided 4 color flier**

Manual or automatic plate processing: **Automatic**

Manual or automatic plate exposure: **Manual**

Type of Proofing Material: **Color Key®**

Number of First Exposures: **8**

Number of Additional Exposures: **8**

Additions: **None**

Hourly rate: **\$58.45**

PROOFING COSTS

_____ First Exposure Production Time

_____ Additional Exposure Production Time

_____ Total Production Time

_____ Total Proofing Labor Cost

PLATEMAKING COSTS

_____ First Exposure Production Time

_____ Additional Exposure Production Time

_____ Total Production Time

_____ Total Platemaking Labor Cost

Chapter 5, Estimating Offset Printing Labor Costs

17: Calculate the presswork labor charges for the following job. Show your work and place your answers on the lines below.

Press Size: **Multi 1250, 10 X 15**

Total Number of Impressions (including waste): **20,000**

Job Description: **One-sided B/W flier**

Ink Color(s) (in printing sequence order): **Black**

Makeready Description: **Type and line work in one color**

Running Description: **.004" thick stock, line work in one color**

Hourly rate: **\$41.26**

_____ What category of makeready is required?

_____ What category of running is required?

_____ How many simple wash-ups are required?

_____ How many difficult wash-ups are required?

_____ Makeready time

_____ Running time

_____ Wash-Up Time

_____ Total Time

_____ Total Presswork Labor Cost

Chapter 5, Estimating Offset Printing Labor Costs

18: Calculate the presswork labor charges for the following job. Show your work and place your answers on the lines below.

Press Size: **Heidelberg KORD, 18 X 25 1/4**

Total Number of Impressions (including waste): **40,000**

Job Description: **Two-sided single-color flier**

Ink Color(s) (in printing sequence order): **Reflex Blue**

Makeready Description: **Type matter with halftones**

Running Description: **.004" thick stock, type matter with halftones**

Hourly rate: **\$57.46**

_____ What category of makeready is required?

_____ What category of running is required?

_____ How many simple wash-ups are required?

_____ How many difficult wash-ups are required?

_____ Makeready time

_____ Running time

_____ Wash-Up Time

_____ Total Time

_____ Total Presswork Labor Cost

Chapter 5, Estimating Offset Printing Labor Costs

19: Calculate the presswork labor charges for the following job. Show your work and place your answers on the lines below.

Press Size: **Miehle Roland 36, 25 X 36**

Total Number of Impressions (including waste): **120,000**

Job Description: **Three two-sided signatures, each in two-colors**

Ink Color(s) (in printing sequence order): **Reflex Blue, Red**

Makeready Description: **Heavy ink coverage**

Running Description: **Solid ink layers**

Hourly rate: **\$84.52**

_____ What category of makeready is required?

_____ What category of running is required?

_____ How many simple wash-ups are required?

_____ How many difficult wash-ups are required?

_____ Makeready time

_____ Running time

_____ Wash-Up Time

_____ Total Time

_____ Total Presswork Labor Cost

Chapter 5, Estimating Offset Printing Labor Costs

20: Calculate the presswork labor charges for the following job. Show your work and place your answers on the lines below.

Press Size: **Chief 17, 11 X 17**

Total Number of Impressions (including waste): **5,000**

Job Description: **Two sided 8 1/2 X 11 flier in two colors, printed sheetwise**

Ink Color(s) (in printing sequence order): **Black, yellow**

Makeready Description: **Simple two-color work**

Running Description: **Simple two-color work**

Hourly rate: **\$42.97**

_____ What category of makeready is required?

_____ What category of running is required?

_____ How many simple wash-ups are required?

_____ How many difficult wash-ups are required?

_____ Makeready time

_____ Running time

_____ Wash-Up Time

_____ Total Time

_____ Total Presswork Labor Cost

Chapter 5, Estimating Offset Printing Labor Costs

21: Calculate the presswork labor charges for the following job. Show your work and place your answers on the lines below.

Press Size: **Chief 15 with T-51, 10 X 15**

Total Number of Impressions (including waste): **1,150**

Job Description: **One sided two-color flier**

Ink Color(s) (in printing sequence order): **Black & red (each on separate head)**

Makeready Description: **Simple two-color work**

Running Description: **Simple two-color work**

Hourly rate: **\$42.67**

_____ What category of makeready is required?

_____ What category of running is required?

_____ How many simple wash-ups are required?

_____ How many difficult wash-ups are required?

_____ Makeready time

_____ Running time

_____ Wash-Up Time

_____ Total Time

_____ Total Presswork Labor Cost

22: Determine the cost of cutting 40,000 17 X 22 20# Bond parent sheets into 8.5 X 11 press sheets using an automatic spacing cutter. The hourly rate is \$55.62. Show your work and place your answers on the lines below.

_____ Total hours required

_____ Total labor cost

Chapter 5, Estimating Offset Printing Labor Costs

- 23: Determine the cost of trimming 80,000 32 page booklets printed on 70# uncoated book stock. The hourly rate is \$55.62. Show your work and place your answers on the lines below.

_____ Total hours required

_____ Total labor cost

- 24: Determine the cost of folding 20,000 25 X 38" sheets into 9 1/2 X 12 1/2" (untrimmed) 16 page signatures on a 25 X 38" folder using three right-angle folds. One perforator and one scorer will be needed. The hourly rate is \$56.08. Show your work and place your answers on the lines below.

_____ Total hours required

_____ Total labor cost

- 25: Determine the cost to saddle-stitch 25,000 8 1/2 X 11" booklets, each with 3 signatures. The hourly rate is \$28.84. Show your work and place your answers on the lines below.

_____ Total hours required

_____ Total labor cost

- 26: Determine the cost to hand-gather 5,000 8 1/2 X 11" sets, each with 10 flat sheets. The hourly rate is \$28.84. Show your work and place your answers on the lines below.

_____ Total hours required

_____ Total labor cost

- 27: Determine the cost to pad 7,000 8 1/2 X 11" sheets into pads of 50. The hourly rate is \$28.84. Show your work and place your answers on the lines below.

_____ Total hours required

_____ Total labor cost

- 28: Determine the cost to drill 3 holes, using a single-spindle drill, in 5000 sheets of 8 1/2 X 11" 20# Bond. The hourly rate is \$28.84. Show your work and place your answers on the lines below.

_____ Total hours required

_____ Total labor cost

Chapter 5, Estimating Offset Printing Labor Costs

29: In a printing plant, what space is considered "productive," and what space is considered "non-productive?"

30: When I use the term "non-productive" it sounds like I am demeaning either the space or the person who works in that space. Explain why the term is really not demeaning.

31: Assume you have a 10,000 square foot building and that 70% of the floor space is given to production and 30% to administration. Also assume that your annual lease is \$35,000. How much lease per square foot should be charged to each production center when calculating its all-inclusive hourly rate?

32: (There are two questions here!) Why are production centers not 100% productive? Why are press production centers less productive than pre-press production centers?

33: If a press operator is more productive than the other press operators, why can you afford to give that person a higher salary?

Chapter 5, Estimating Offset Printing Labor Costs

34: Which of these would probably have the greatest impact on your all-inclusive hourly rate for a press production center?

A: An increase in the per-kilowatt price for electricity

B: An increase in rent

C: Adding an additional shift

D: An increase in Social-Security Tax

35: (There are two questions here) In class, we said that charts listing the expected amount of time needed to perform tasks in various production centers tend to be accurate for most centers. For which production center(s) are such charts most difficult to prepare AND least likely to be accurate? Why?

Chapter 5, Estimating Offset Printing Labor Costs

36: Calculate the total labor for keyboarding, image processing, laser printing, imagesetting and proofreading the following job. The document will be text only—no graphics or photographs will be included. Show your work and place your answers on the lines below. Assume you are doing the keyboarding. Also assume you will prepare individual laser proofs of each page, but that imagesetting will be done in printer's spreads (2 page spreads, not signatures).

Number of characters: **500,000**

Type of Copy: **Straight text matter**

Type of machine: **Desktop Publishing and Electronic Prepress**

Hourly rate: **\$38.11 for all operations, except \$31.66 for proofreading**

Page size: **6 X 9**

Typeface information: **Adobe Garamond 10/12**

Type column information: **4" wide, 6" deep**

Use the Adobe Garamond copyfitting chart and determine the number of typeset pages there will be in the document. Then, calculate the following costs and times.

_____ Job setup and preliminary activities time

_____ Job setup and preliminary activities cost

_____ Keyboarding time

_____ Keyboarding cost

_____ Image processing time

_____ Image processing cost

_____ Laser printing time

_____ Laser printing cost

_____ Proofreading time

_____ Proofreading cost

_____ Imagesetting time

_____ Imagesetting cost

_____ Total Time Estimating Page 108 8/6/98

Total Cost

Chapter 5, Estimating Offset Printing Labor Costs

37: Calculate the total labor for image processing, laser printing, imagesetting and proofreading the following job. The document will be text only—no graphics or photographs will be included. Show your work and place your answers on the lines below. Assume that the keyboarding has been already done—you have been given an ASCII text file to place and format on QuarkXPress pages (it is a 225K text file). Also assume you will prepare individual laser proofs of each page, but that imagesetting will be done in printer's spreads (2 page spreads, not signatures).

Number of characters: **300,000**

Type of Copy: **Straight text matter**

Type of machine: **Desktop Publishing and Electronic Prepress**

Hourly rate: **\$38.11 for all operations, except \$31.66 for proofreading**

Page size: **8 1/2 X 11**

Typeface information: **Times 12/14**

Type column information: **6" wide, 9" deep**

Use the Times copyfitting chart and determine the number of typeset pages there will be in the document. Then, calculate the following costs and times.

_____ Job setup and preliminary activities time

_____ Job setup and preliminary activities cost

_____ Text processing time

_____ Text processing cost

_____ Image processing time

_____ Image processing cost

_____ Laser printing time

_____ Laser printing cost

_____ Proofreading time

_____ Proofreading cost

_____ Imagesetting time

_____ Imagesetting cost

_____ Total Time

Chapter 5, Estimating Offset Printing Labor Costs

38: A customer has requested an estimate for a four page 8 1/2" X 11" brochure, to be printed in one color (black) throughout. Each of the four pasteups will be completed at 100% size on artist illustration board. Assume there will be one Base Art (that includes all lines and marks) and that each page will be completed on a separate overlay punched and pinned to the Base Art. There will be six pieces of art on each overlay. The hourly rate is \$27.73. Determine the time and cost to produce the four pasteups.

_____ Layout time

_____ Layout cost

_____ Pasteup time

_____ Pasteup cost

_____ Total time

_____ Total cost

39: The BHR Calculation Sheet provides two types of hourly rates: Manufacturing Cost and BHR cost. What is the difference between the two? _____

Chapter 6, Pricing and Profit in the Printing Industry

1: What are the three components of the selling price? _____

2: Why is profit necessary? _____

3: Where do profit dollars go? _____

4: Why is an accurate cost estimate necessary in order for a printer to secure a profit?

5: Who determines the profit percent on a job and the resultant selling-price?

6: What will happen if management sets the profit percent too high? _____

What will happen if management sets the profit percent too low?

7: In order to maximize profit, which type of market-demand should a printer strive to achieve?

8: What is the *bottom line*, below which a job can never be sold? _____

9: Why should the selling-price of a job NEVER be based upon a competitor's price?

Chapter 6, Pricing and Profit in the Printing Industry

10: List four characteristics of high-profit printers.

Chapter 7, Complete Estimates

This chapter has no questions.