

Madison Public Library
In-House Printing and Reproduction Analysis

Qty	Type	Price	Total Billed	Break Even Pricing (Using prices from table)	Cost over revenue	Dane County Printing Quote obtained by Dan	Sprint Print Quote obtained by Tana
MPLF Letterhead and #10 envelopes, 12/19/18 (18-195)							
1,000.00	8.5 x 11 Paper - color	\$ 0.10	\$ 100.00	\$ 250.00		\$ 210.00	
1,000.00	#10 Envelope	\$ 0.10	\$ 100.00	\$ 300.00		\$ 55.00	
			\$ 200.00	\$ 550.00	\$ (350.00)	\$ 265.00	\$ 433.36
Note on envelope pricing above from Dane County: not the same envelope, but comparable.							
MPLF Fall Mailing, F.U. letters 3434 x 2 fold (18-194)							
6,868.00	8.5 x 11 Paper - color	\$ 0.10	\$ 686.80	\$ 1,715.00			
1.00	Finishing	\$ 12.98	\$ 12.98	\$ 29.47			
			\$ 699.78	\$ 1,744.47	\$ (1,044.69)	\$ 1,249.00	
SCLS Booked for Life Lbels 125 x 1 cut (18-206)							
125.00	8.5 x 11 Paper - color	\$ 0.10	\$ 12.50	\$ 31.25			
0.25	Finishing	\$ 12.98	\$ 3.25	\$ 7.37			
			\$ 15.75	\$ 38.62	\$ (22.87)		
MPLF Dream Bus Schedule (19-075)							
8,100.00	8.5 x 11 Paper - color	\$ 0.05	\$ 405.00	\$ 2,025.00			
0.50	Finishing	\$ 12.98	\$ 6.49	\$ 14.74			
			\$ 411.49	\$ 2,039.74	\$ (1,628.25)	\$ 1,441.00	\$ 580.30
SCLS SLP Incentive Sheet (19-106)							
465.00	8.5 x 11 Paper - b & w	\$ 0.05	\$ 23.25	\$ 69.75	\$ (46.50)	\$ 11.00	\$ 80.56

Break-even pricing (using average costs of labor and materials)

Description	Current	New Pricing	Price Increase	
Finishing, per hour billed in 1/4 hour increments	\$ 12.98	\$ 29.47	\$ 16.49	127%
Black and white copy	\$ 0.05	\$ 0.15	\$ 0.10	200%
Black and white copy envelope	\$ 0.05	\$ 0.25	\$ 0.20	400%
Color copy	\$ 0.10	\$ 0.25	\$ 0.15	150%
Color copy envelope	\$ 0.10	\$ 0.30	\$ 0.20	200%

Additional Comparisons:

- Kinko's charges \$0.13 for black and white, \$0.53 for color copies.
- Staples charges \$0.13 for black and white, \$0.67 for color copies.
- Office Depot charges \$0.13 for black and white, \$0.49 for color copies.

Madison Public Library can keep color copies at a lower price because our monthly maintenance contract includes 50,000 color copies at no charge.