

# Rate Card Estimating

Estimators can calculate a Selling Price for a Quote based on a generated Rate Card. Built using different page count scenarios, the Rate Card calculates an accurate First 1,000 and Additional 1,000's prices. Customers then use that Rate Card to set the Selling Price based on the desired quantity. When the Presstimator builds a Rate Card, an accurate First 1,000 price is determined so you can be sure you are covering your costs, no matter what quantity a customer selects. Use the custom report layout tool to design the Rate Card report that allows customers to view selling prices for various options. Track the accuracy of your Rate Card estimates using the Estimate Analysis and Profit Analysis Reports, and track your goals and projections using the Customer Trends Report.

Sample Quote - Rate Card

**LOGO**

## Printing Rate Schedule

**Copies:** 15,000

**Paper:** 30# White Newsprint

**Ink Type**  
**Add'l Pages:** Black Only

<u>Total Pages</u>	<u>Paper</u>	<u>First 1,000 Price</u>	<u>Add'l 1,000</u>	<u>Add'l Charges</u>	<u>Copies Price</u>
					15,000
12	30# White Newsprint	1,270	57.11	0.00	\$2,069
16	30# White Newsprint	1,334	70.69	0.00	\$2,323
20	30# White Newsprint	1,420	84.27	0.00	\$2,600

**Ink Type**  
**Add'l Pages:** Process color

<u>Total Pages</u>	<u>Paper</u>	<u>First 1,000 Price</u>	<u>Add'l 1,000</u>	<u>Add'l Charges</u>	<u>Copies Price</u>
					15,000
8	30# White Newsprint	1,183	43.53	0.00	\$1,793
12	30# White Newsprint	1,366	57.77	0.00	\$2,174
16	30# White Newsprint	1,459	72.00	0.00	\$2,467
20	30# White Newsprint	1,641	86.23	0.00	\$2,848