



***How to Develop  
Successful  
Commercial Printing  
Bids***

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PLAIN DEALER PUBLISHING CO.



*What we will look at today:*

**Are you ready to take on more  
work?**

**You asked & they want a quote.  
Now what?**

**Execution/Go live**

# ***Are you ready to take on more work?***

- **Workforce?**
- **What print & inserting windows are open & can the current schedule be modified.**
- **How will maintenance schedules be affected?**
- **Plate processing firepower.**
- **Systems (Will anything need to be upgraded)**
- **Thanksgiving week.**
- **Building your quote is a group effort!**

# ***You Asked & They Want a Quote. Now What?***

- **Sign a confidentially agreement.**

- **Site Visit**

**Invite the decision makers in for a tour and show off your place.**

**Let them see you are capable of taking on their work.**

- **Awards/Certifications: IFRA, SNAP, WSJ/USAT Quality Scores**

**• Prepare a list of questions you will need to prepare a successful quote for the customer to answer:**

- 1. Print order by day.**
- 2. Average page count by day.**
- 3. Average color pages by day.**
- 4. Typical sectioning (#) and configuration (Sunday advance run for example) by day.**
- 5. Editorial/advertising advance section printing by day.**
- 6. Kraft jacket printing for daily insert jackets.  
(Size, quantities, deadlines)**
- 7. Kraft jacket printing for TMC jackets.  
(Size, quantities, deadlines)**
- 8. Commercial printing required; day, size, paper type, and quantity.**
- 9. Printing of Sunday comic or TV book.  
(Size, quantities, deadlines)**

- 10. Schedule of any special sections that would be printed separately.**
- 11. Could any other advance print sections be combined into the main run to eliminate a press run and inserting?**
- 12. When is final page count/configuration for daily and advances transmitted?**
- 13. When do daily pages begin arriving at printer?**
- 14. Current page close by day.**
- 15. Current page flow requirements.**
- 16. Main/advance editorial or advertising zoning.**
- 17. Number of nightly editions.**
- 18. Average number of chase/update pages.**
- 19. Current annual newsprint consumption.  
(Who will purchase newsprint?)**
- 20. Bundling requirements.  
(Strapping, bottom wrap, labeling, etc.)**
- 21. Any odd count or key bundles required or all bulk count?**
- 22. Labeling requirements for individual papers. (USPS, etc.)**

- 23. Truck loading requirements. (Pallets, floor, carts)**
- 24. How many trucks are currently produced?**
- 25. Drop Points, Depots, Post Office?**  
**(Are there any opportunities to share deliver?)**
- 26. Projected last truck out time.**
- 27. What daily production reports are required?**
- 28. Current Inserting schedule?**
- 29. Comics – page counts? Any special gatefolds or spadea requirements?**  
**How many days out are the Comics printed?**  
**When does inserting start? What dictates print window?**
- 30. How many Sunday papers are hand assembled complete?**  
**How many parts are supplied to carriers for non-complete Sunday papers? Any other days requiring Completes?**
- 31. What is your current planner for inserting?**
- 32. Average pieces & titles inserted by day.**
- 33. Delivery/Pick-up - Skids/Carts - Identification**
- 34. Sticky Notes**

- Get recent print and insert data.

A year's worth is preferred,  
Six months minimum.

- Decipher the data to fit your quoting format.

Month	Day	Average Weekly
Jan	Extra	22,851
Feb	Extra	26,439
March	Extra	37,642
April	extra	28,385
May	extra	37,174
June	extra	25,107
July	extra	18,807
Aug	extra	21,606
Sept.	extra	18,106
Oct	extra	24,406
Nov	extra	26,117
Dec	Extra	19,139
Feb	Fri	19,943
March	Fri	21,768
April	Fri	17,379
May	Fri	18,705
June	Fri	15,955
July	Fri	9,511
Aug	Fri	23,167
Sept.	Fri	16,439
Oct	Fri	14,500
Nov	Fri	19,329
Dec	Fri	21,024
Feb	Mon	31,909
March	Mon	25,818
April	Mon	5,000
May	Mon	13,909
July	Mon	10,000
Sept.	Mon	13,909
Nov	Mon	18,585
March	Sat	5,000
Jan	Sun	193,730
Feb	Sun	194,883
March	Sun	255,626
April	Sun	220,989
May	Sun	230,861
June	Sun	206,763
July	Sun	213,780
Aug	Sun	238,642
Sept.	Sun	207,826
Oct	Sun	226,099
Nov	Sun	280,300
Dec	Sun	290,050

Month	Total Inserts
Jan	1,241,943
Feb	1,360,626
Mar	1,544,310
Apr	1,313,753
May	1,640,603
Jun	1,192,690
Jul	1,353,136
Aug	1,265,975
Sep	1,184,769
Oct	1,462,620
Nov	2,044,041
Dec	1,563,736
Total Inserts	17,168,202

Edition	Average
Monday	17,019
Tuesday	15,313
Wednesday	17,697
Thursday	34,023
Friday	17,974
Saturday	5,000
Sunday	229,962
Extra	25,481
Thanksgiving	471,045

Month	Day	Date	Advertiser	Quantity	Weekly
July	extra	3	Rite Aid	7,606	
July	extra	3	Harbor freight	14,003	21,609
July	extra	10	Rite Aid	7,606	
July	extra	10	news america	14,000	21,606
July	extra	17	Rite Aid	7,606	7,606
July	extra	24	Rite Aid	7,606	
July	extra	24	news america	14,000	21,606
July	extra	31	Rite Aid	7,606	
July	extra	31	News america	14000	21,606
July	Fri	1	Levin	14022	14,022
July	Fri	29	Oberlin Family Fun Fair	5000	5,000
July	Mon	11	lifeline	10,000	10,000
July	Sun	3	Dunhams	17,160	
July	Sun	3	Target	17,446	
July	Sun	3	CVS	10,896	
July	Sun	3	Rite aid	17,446	
July	Sun	3	Mattress warehouse	17,500	
July	Sun	3	Levin	14022	
July	Sun	3	Home Depot	17,446	
July	Sun	3	walgreens	17,161	
July	Sun	3	P&G Brandsaver	15,000	
July	Sun	3	BBStar	8,945	
July	Sun	3	Direct TV	17,446	
July	Sun	3	Dollar general	17,000	
July	Sun	3	Menards	5,666	
July	Sun	3	Harbor freight	17,161	210,295
July	Sun	10	Dunhams	17,160	
July	Sun	10	Target	17,446	
July	Sun	10	CVS	10,896	
July	Sun	10	Rite aid	17,446	
July	Sun	10	Office depot	17,446	
July	Sun	10	news america	14,000	
July	Sun	10	Levin	12966	
July	Sun	10	walgreens	17,161	
July	Sun	10	staples	11,586	
July	Sun	10	Menards	5,666	
July	Sun	10	century Link	17,161	
July	Sun	10	Kohls	17,182	176,116
July	Sun	17	Dunhams	17,160	
July	Sun	17	Target	17,446	
July	Sun	17	CVS	10,896	
July	Sun	17	Rite aid	17,446	
July	Sun	17	Office depot	17,446	



- **Prepress**

**Deadlines**

**Ad Building / Proofing**

**I'm not going to go into this today, but if you can provide this service make sure you work closely with your ad builders and pagination people.**



# Paper

Who is providing paper?

If customer is providing their own paper;

- How will the run ability of their manufacturer/mill affect press performance?

Basis Weight/pages per pound, waste percentage will effect your runtime.

Paper				Waste						
Paper Type	Weight	Cost Per Metric Ton	Pages per pound	Copies	Waste %					
27# Newsprint RISI	27.6582	\$ 614.00	128.6052622	Under 30,000	1.25					
45# 79-Hi-Brite	45	\$ 809.65	79.0442236	30,001 - 50,000	1.20					
40# 70-brite	40	\$ 772.89	88.92475155	50,001 - 75,000		Print Run Time -	Base Copies	Total Pages with Waste	Metric Tons Consumed	Paper Cost
45# 79-Hi-Brite + 4%	45	\$ 842.04	79.0442236	75,001 - 99,999						
40# 70-brite + 4%	40	\$ 803.81	88.92475155	100,000 - 499,999						
27# RISI -4%	27.6582	\$ 589.44	128.6052622	500,000 +						
				Under 10,000						
						1.46	22,850	525,550	1.85	\$ 1,093

# Press Labor

- Press Crew/MIC  
Dayside/Nightside A/B Labor rates
- Mailroom
- Supervision / Other

Pressroom Labor				Mailroom B Rate Labor	
Dayside	Dayside MIC's	Nightside	Nightside MIC's 7.25 hrs	B Rate Dayside Mailer	B Rate Nightside Mailers
\$ 150.00	\$ 200.00	\$ 165.00	\$ 250.00	\$ 100.00	\$ 125.00
20.00	26.67	22.76	34.48	13.33	17.24

Pressroom Labor						Mailroom Labor							
Pressroom Supervisor		Number of Shifts Dayside		Number of Dayside MIC's		Number of Shifts Nightside		Number of Nightside MIC's		Number of B Rate Dayside Mailer Shifts		Number of B Rate Nightside Mailers	
0.25	\$ 8	0	\$ -	0	\$ -	4	\$ 133	1	\$ 50	0	\$ -	4	\$ 100

# Plates & Ink

- Plates including chemistry.
  - \* Straight/Collect
  - \* Broadsheet/Tab - Pages per plate.
  - \* Impressions
  - \* Dummies
- Ink Black & Color - Pages / Pound

Plates			Ink	
Plates & Chemistry @ \$1.45 per plate per 250,000 impressions	Dummies Needed - Towers Needed		Black @ \$.99 a pound - 15,250 pages per pound	CMY Color @ \$.19 cents per 1,000 pages
\$ 1.45	0.25	48	\$ 0.99	\$ 0.19
Doubletruck	0.50	32		
\$ 3.00	0.75	16		

Plates				Ink	
Plates & Chemistry	Towers for Job	Dummies Needed .25/48 .5/32 .75/16	Dummy Plates	Black	Color
\$ 232.00	2.50	32	\$ 46.40	\$ 39.27	\$ 39.94

# Overhead/Utilities

- Overhead
  - \* Supplies
  - \* Parts
  - \* Maintenance
- Electricity - Full load or incremental

Other Costs	
Overhead @ \$154 per Million Pages	Utilities \$39 per runtime hours
\$ 154.00	\$ 39.00

Other Costs	
Overhead	Utilities \$39 per runtime hours
\$ 80.93	\$ 72.29

# Print Totals & Margin

om	Copies	Pages	Production Costs	Paper	Total Costs	25%	Overhead Contribution	Yearly Overhead Contribution	27%	Overhead Contribution	Yearly Overhead Contribution	31%	Overhead Contribution	Ye Over Contr
ay	22,850	20	\$ 816	\$ 1,093	\$ 1,908	\$ 1,088	\$ 272	\$ 14,141.76	\$ 1,118	\$ 302	\$ 15,691.54	\$ 1,182	\$ 367	\$ 19
ay	22,850	18	\$ 789	\$ 983	\$ 1,772	\$ 1,052	\$ 263	\$ 13,671.51	\$ 1,080	\$ 292	\$ 15,169.76	\$ 1,143	\$ 354	\$ 18
eday	23,200	20	\$ 813	\$ 1,109	\$ 1,922	\$ 1,084	\$ 271	\$ 14,090.48	\$ 1,114	\$ 301	\$ 15,634.64	\$ 1,178	\$ 365	\$ 18
day	23,200	22	\$ 853	\$ 1,220	\$ 2,073	\$ 1,137	\$ 284	\$ 14,780.71	\$ 1,168	\$ 315	\$ 16,400.51	\$ 1,236	\$ 383	\$ 19
ay	23,200	34	\$ 1,196	\$ 1,886	\$ 3,082	\$ 1,595	\$ 399	\$ 20,733.31	\$ 1,639	\$ 442	\$ 23,005.45	\$ 1,734	\$ 537	\$ 27

Margin							
25%							
Total Costs & Margins w/o Paper							
Copies Total w/o Paper No Margin	Copies with Margin	Additional ,000 copies w/o Paper No Margin	Additional 1,000 copies w/o Paper Margin	Paper	Total Costs No Margin & Paper	Total Costs With Margin & Paper	O/C
\$815.87	\$1,087.83	\$14.39	\$19.19	\$1,092.61	\$1,908.48	\$2,180.44	271.96

# Building Your Inserting Quote

Mailroom A Rate Labor		Mailroom B Rate Labor		ADD TO EACH PRODUCT	Hopper Position SLS 1000 2 to 1	Hopper Position SLS 2000 3 to 1	Hopper Position SLS 3000 2 to 1	Base			
A Rate Dayside Mailer	A Rate Nightside Mailers	B Rate Dayside Mailer	B Rate Nightside Mailers	Supervisor/ IS processing and Planning	SLS 1000 per shift	SLS 2000 per shift	SLS 3000 per shift	Operator Bonus	SLS 1000	SLS 2000	SLS 3000
\$ 165.00	\$ 180.00	\$ 150.00	\$ 165.00	\$ 200.00	65,000	65,000	70,000	\$8.00	\$998.00	\$1,163.00	\$833.00
								Base Bodies	6.0	7.0	5

Product 2/1	Number of Jackets	Number of Machine Shifts	Number of Machines This Product	Base Costs- (Operator, Mat. Handler, etc.)	Number of titles per Machine	Hopper Feeder Costs	Total Costs	Cost Per Thousand Inserts
Base	168,150	2,587	1	\$2,581.75			\$2,581.75	\$2.05
Inserts	1,261,318	9,702	1		1	\$1,600.90	\$1,600.90	\$1.27
Dock		Dock Shifts	2				\$300.00	\$0.24
Totals							\$4,482.65	\$3.55

\$3.55

			Blended Rate	25.0%	Margin For Blended
Weekly Avg. Inserts	Costs	\$ 4.74			Yearly OC
1,261,318	\$ 4,482.65	\$ 5,977			\$77,699

Product	Jackets	Total Inserts	PD Costs	Blended Rate	Weekly OC	Yearly OC
Monday	22,850	17,019	\$ 60.48	\$ 80.64	\$ 20.16	\$ 161.29
Tuesday	22,850	15,313	\$ 54.42	\$ 72.56	\$ 18.14	\$ 471.64
Wednesday	23,200	69,656	\$ 247.56	\$ 330.07	\$ 82.52	\$ 3,960.88
Thursday	23,200	108,072	\$ 384.08	\$ 512.11	\$ 128.03	\$ 6,529.40
Friday	23,200	41,451	\$ 147.31	\$ 196.42	\$ 49.10	\$ 1,964.18
Saturday	23,200	23,262	\$ 82.67	\$ 110.23	\$ 27.56	\$ 220.46
Sunday	27,700	493,273	\$ 1,753.06	\$ 2,337.42	\$ 584.35	\$ 30,386.45
Sunday Extra	24,800	493,273	\$ 1,753.06	\$ 2,337.42	\$ 584.35	\$ 30,386.45

168,150 1,261,318



# Inserting Labor

- Dayside/Nightside A/B Labor rates
- Base Labor
- Feeders (1/1 2/1 3/1)
- Operator Bonus
- Only Inserting/Added Costs?

Mailroom A Rate Labor		Mailroom B Rate Labor	
A Rate Dayside Mailer	A Rate Nightside Mailers	B Rate Dayside Mailer	B Rate Nightside Mailers
\$ 165.00	\$ 180.00	\$ 150.00	\$ 165.00

Base			
Operator Bonus	SLS 1000	SLS 2000	SLS 3000
\$8.00	\$998.00	\$998.00	\$833.00
Base Bodies	6.0	6.0	5

Product 2/1	Number of Jackets	Number of Machine Shifts	Number of Machines This Product	Base Costs- (Operator, Mat. Handler, etc.)	Number of titles per Machine	Hopper Feeder Costs	Total Costs	Cost Per Thousand Inserts
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Dock		Dock Shifts	2				\$300.00	\$0.24
Totals							\$4,482.65	\$3.55

# Inserting Other

- Labels • Ink Jet Heads & Ink
- Overhead if Inserting only
- Insert Management
- Manifest Conversion

Ink Jet		Stretch Wrap	Add if we don't print jacket	Ink	Heads	Stretch Wrap	Total
Ink - 1 Gallon 2 million labels	Heads - 2 heads per machine	5 rolls for per week 680,000 copies \$57.50 per roll	A&B	\$ 168.15	\$ 100.89	\$ 70.62	\$ 339.66
\$ 10.00	\$ 0.60	\$ 0.42					
Per 1,000	Per 1,000	Per 1,000					

\*

			Blended Rate	25.0%	Margin For	
	Weekly Avg.	Costs	\$ 4.74		Yearly OC	
	1,261,318	\$ 4,482.65	\$ 5,977	1,494.22	\$77,699	
Product	Jackets	Total Inserts	PD Costs	Blended Rate	Weekly OC	Yearly OC
Monday	22,850	17,019	\$ 60.48	\$ 80.64	\$ 20.16	\$ 161.29
Tuesday	22,850	15,313	\$ 54.42	\$ 72.56	\$ 18.14	\$ 471.64

# *Circulation / Delivery*

- Shared Trucking
- Depot Sharing
- Shared Carrier Force

# *Execution / Go Live*

## **I/T**

**FtP Set-ups**  
**Page Management**  
**Page Proofing**  
**Help Desk Support**  
**Nightly Production**  
**Reporting**  
**Email Groups**  
**Data Conversion**  
**Image Guidelines**

## **Prepress**

**Daily Make Ready**  
**Weekly Print Orders**  
**Third Party Print**

**Deadlines**

## **Paper**

**Ordering**  
**Inventory**  
**Storage**  
**Reconciliation**

## **Plateroom**

Plate Inventory  
Communications  
Schedule

## **Pressroom**

Schedule Changes  
Ink / Blankets  
Clean Up & Maintenance  
Schedules  
Front Page Notes  
Quality

## **Mailroom (Press runs)**

Schedule Changes  
Carts/ Skids

## **Mailroom (Inserting)**

Insert Management  
Dock Staff  
Labels/Print Heads/Ink  
Postal Paperwork

## **Dock**

Dock Space  
Work Area  
ID Badges/Security

## **General / Odds & Ends**

**Deadlines**

**Page Flow/Editions /Extras /Pages/Trucks**

**Contacts**

**Both Sides - Phone Numbers/Email & Role in  
production cycle**

**Delays, Emergencies & Escalation Plans**

**Unable to Publish**

**Late Breaking News**

**Late Sporting Events**

**Invoicing & Billing**

**THANKSGIVING!**

***Thank You***

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