



## Modest Cost Booklet Versus Interactive CD-ROM

Comparing a less expensive booklet versus an Interactive CD-ROM shows the booklet is only 1 % less expensive to create/produce and mail. (\$1.44 per booklet vs. \$1.45 per CD-ROM)

<b>Comparison of the Costs of a Print Booklet versus CD-ROM</b>		
	<b>Catalog</b>	<b>Interactive CD-ROM</b>
Creation/Production	\$40,000 (20 pages)	\$60,000 (4 minutes of video + interactive segments)
Printing (100,000 4-color brochures containing 20 pages, #3 grade sheets)	\$75,000	N/A
Replication – 100,000 units (4/c silk screen, 4/4 mailer with BRC + tabbing or shrink-wrap)	N/A	\$56,000
Mailing (standard A mail + mail handling including addressing - ink jetting)	\$29,000	\$29,000
<b>Total</b>	<b>\$144,000</b>	<b>\$145,000</b>
<b>Cost/Unit (“in the mail”)</b>	<b>\$1.44</b>	<b>\$1.45</b>

Source: Cambridge Associates, Inc. who had published the report October 23, 2003.

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