



# Printing Estimating, 5th Edition: Costing and Pricing Print and Digital Media

*Philip K Ruggles*

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# Printing Estimating, 5th Edition: Costing and Pricing Print and Digital Media

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## **Printing Estimating, 5th Edition: Costing and Pricing Print and Digital Media** Philip K Ruggles

*From the Preface:* The genesis of this book began in 1979 with the publishing of the first edition of *Printing Estimating Principles and Practices*...This book has the same core objectives as the previous editions: to chronicle the way contemporary print providers estimate, cost, and price their work in light of the prevailing technologies they use and the business environments they must survive in. There remains a how-to component as well as a theory component in this text: how-to subjects such as estimating paper or press time or bindery costs and theory topics that include management information systems, activity-based costing, benchmarking, decision-making tools, and important pricing issues and rules. Chapter 7 addresses how to estimate digital print using click charge methods and the process of building cost matrices for static and variable print, as well as estimating website development.

There is a compact disc accompanying this book that contains a number of appendices with support items, including...a complete set of estimating problems with answers...and a comprehensive Glossary of Terms.

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What is your hobby? Have you heard that question when you got pupils? We believe that that query was

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