

# Alain Briot - Beaux Arts Photography

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Product name: Poster (also applies to DVD)

PART DESCRIPTION	COST EACH	QUANTITY X	TOTAL COST FOR ITEM
<b>1- Design costs</b>			
Layout/design (if done by hired designer)			
Layout/design (if done by you)			
=Number of hours spent creating product:			
<b>2- Poster costs</b>			
Total cost for print run			
<b>3-Shipping costs</b>			
For shipping files from you to printer			
For shipping posters from printer to you			
<b>4-Other supplies or expenses</b> (if applicable)			
<b>5-Total all costs above</b>			
<b>6-Divide this total by the # of posters</b>			
<b>7 - Wholesale and Retail factors:</b>			
2x Factor = minimum wholesale price			
4x Factor = minimum retail price			
<b>8 - Leverage factor (see leverage on DVD)</b> --> Can be applied to retail & wholesale			
<b>9 - Final wholesale price:</b>			
<b>10 - Final Retail price:</b>			