

Horizon

Money In			
Book Sales (950 copies / 360 pages)	Amount	Estimate Quantity	Total
Offer 1 (limited time offer - 2 weeks ONLY)	\$100.00	190	\$19,000
Offer 2	\$110.00	250	\$27,500
Offer 3	\$115.00	250	\$28,750
Offer 4 / Final	\$120.00	260	\$31,200
			\$106,450
Parent Dedications/ Ads:			
Full Page AD	\$260.00	15	\$3,900
Half Page AD	\$125.00	10	\$1,250
1/4 Page AD	\$65.00	8	\$520
1/8 Page AD	\$35.00	8	\$280
			\$5,950
Personalization (optional):		this is the profit based on sell price	
custom name on front cover: \$10 sell price	\$3.50	50	\$175
Icon symbol w/ name- \$6.00 sell price each	\$2.75	30	\$83
			\$258
Total income from Yearbook Program			\$112,657.50

Money Out	
Base Book (950 copies / 360 pages)	
Book cost (size 9 hardcover)	\$85,000
Estimate 10 overruns (can be credited back if unsold)	\$895
Process color litho cover	INCLUDED
150 pt binders board	INCLUDED
100# paper stock upgrade	INCLUDED
Lamination of your choice	INCLUDED
Cover Upgrade of your choice	INCLUDED
1 Sig of UV shine for senior portraits	INCLUDED
Option to use Jostens artist for cover design (if desired)	INCLUDED
3 Sponsorships to Jostens workshop in San Diego this July	INCLUDED
Extended Edition - 8 pages - tip in	INCLUDED
Personlaization	\$422.00
Icons	\$97.50
Tax and Shipping	
Est. Sales Tax	\$6,900
Est. Shipping	\$1,800
Total expenses for yearbook	\$95,114

Profit \$17,543