



High Quality Catalog versus Interactive CD-ROM

Comparison of the Cost of a Print Catalog versus Interactive CD-ROM		
	Catalog	Interactive CD-ROM
Creation/Production	\$150,000 (50 pages)	\$85,000 (8 minutes of video + interactive segments)
Printing (300,000 copies containing 50 pages, #3 grade sheets)	\$325,000	N/A
Replication – 300,000 units (4/c silk screen, 4/4 mailer with BRC + tabbing or shrink-wrap)	N/A	\$177,000
Mailing (standard A mail + mail handling including addressing - ink jetting)	\$165,000	\$87,000
Total	\$640,000	\$349,000
Cost/Unit (“in the mail”)	\$2.13	\$1.16

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

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