

Cost-Benefit Analysis

Excel spreadsheets were created cataloging the prices of different marketing materials, from different companies. Materials cataloged include posters, flyers, business cards, rubber bracelets and magnets, with online-order and local production options. These Excel catalogs provide options for purchasing promotional materials, with a range of prices and production time frames.

This cost-benefit analysis found that for business cards it is not economic to shrink wrap them. Only flyers should be ordered shrink wrapped. For flyer orders of 250 count, shrink wrap in bundles of 50, or in one set of 250 when possible. For flyer orders of 500 and 1000, shrink wrap in bundles of 100 or 250.

Below, the most cost-effective services to produce each material are identified:

Posters: *UPrinting*¹

Flyers: *Print Runner*

Business Cards: *Staples*

Rubber Bracelets: *Wrist-Band*²

Magnets: *UPrinting*

Additionally, there are other printing services in Worcester for flyers, business cards and posters that need quote requests to get order prices:

- AlphaGraphics
- Curry Printing
 - Same-day print options
- Park Print
 - Same-day print options

¹ *Print Runner* has the lowest price for flyers but does not come shrink wrapped. Of the shrink wrapped flyer options, *UPrinting* is the most cost-effective.

² *Wrist-Band* throws in 100 free bracelets on top of the order, while *Rapid Wristbands* throws in 200 free bracelets on top of the order. Per bracelet, *Rapid Wristbands* is \$0.01 cheaper for small orders. However *Rapid Wristbands* has longer product turnaround time.