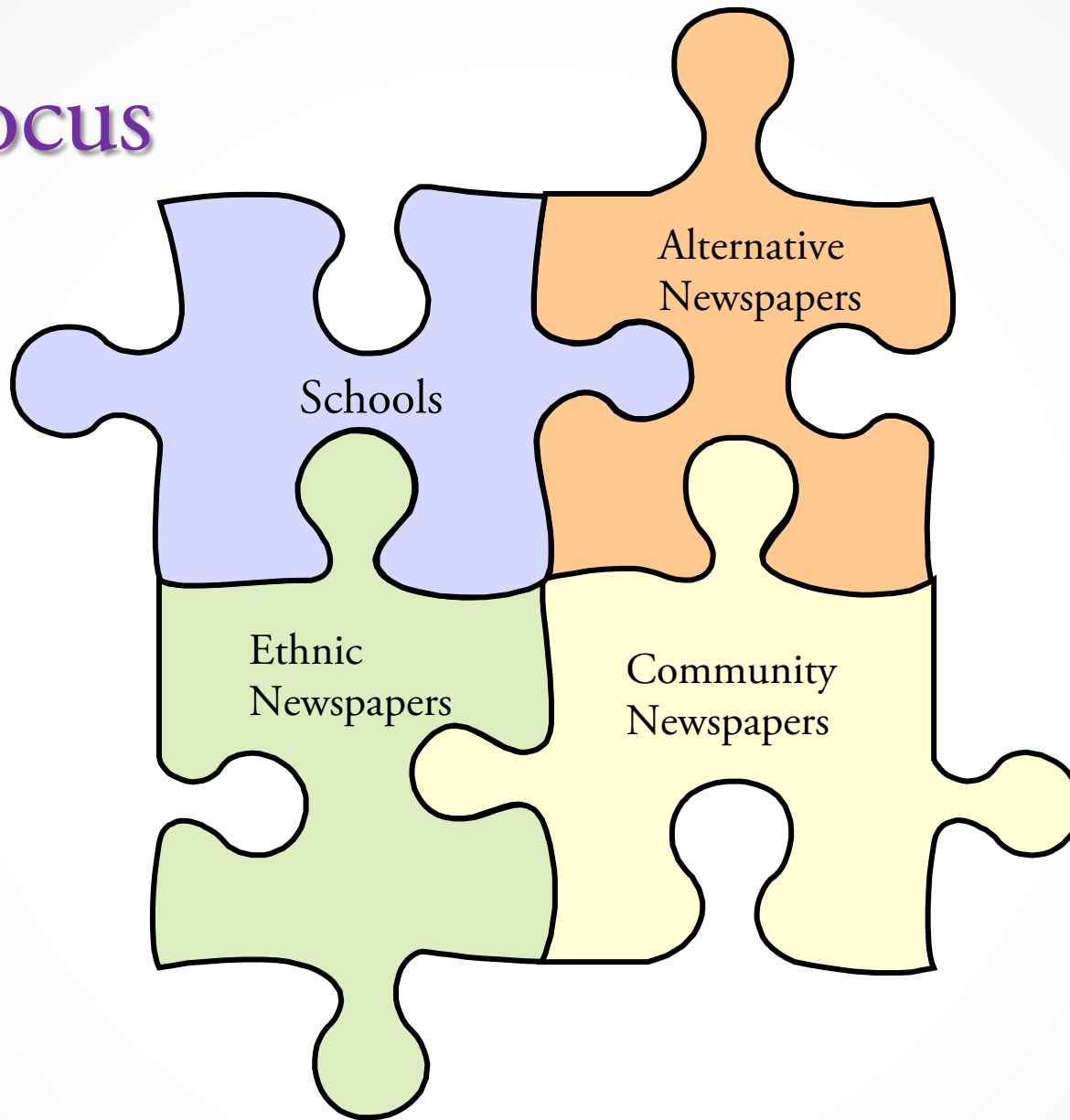


Newsweb Printing

Offset & Digital | Chicago, Illinois



Our Focus



Globalization – conducive to print?

Factor 1:

Weight to Value

- Products with high weight but low value less conducive to shipping

Factor 2:

Time

- Production & distribution cycle

News On-Demand



Opportunity Knocks



- MSA = 9.5 million people
- Over 600 corporate headquarters
- Two international airports
- Transportation hub to United States
- Fifth highest foreign born population
- Over 40 ethnic neighborhoods

Increased Focus = Increased *Revenue*

Content Management

Direct Marketing

Coupon Sampling

Survey & Define Demographic Preferences

Variable Data

Hyper-Local or
Micro-Zoned Sections



QR Codes

June 23 - 29, 2011

Cycle the Waterfront
4:00-6:00pm, Canal Side. **FREE**
Bicyclists of all ages and abilities
are invited to Dug's Dive on the Outer
Harbor for cycle-friendly snacks and
refreshments.. The entire ride is only a bit
more than 4 miles.

Visit our website
for more
information,
and a complete
schedule of
events:

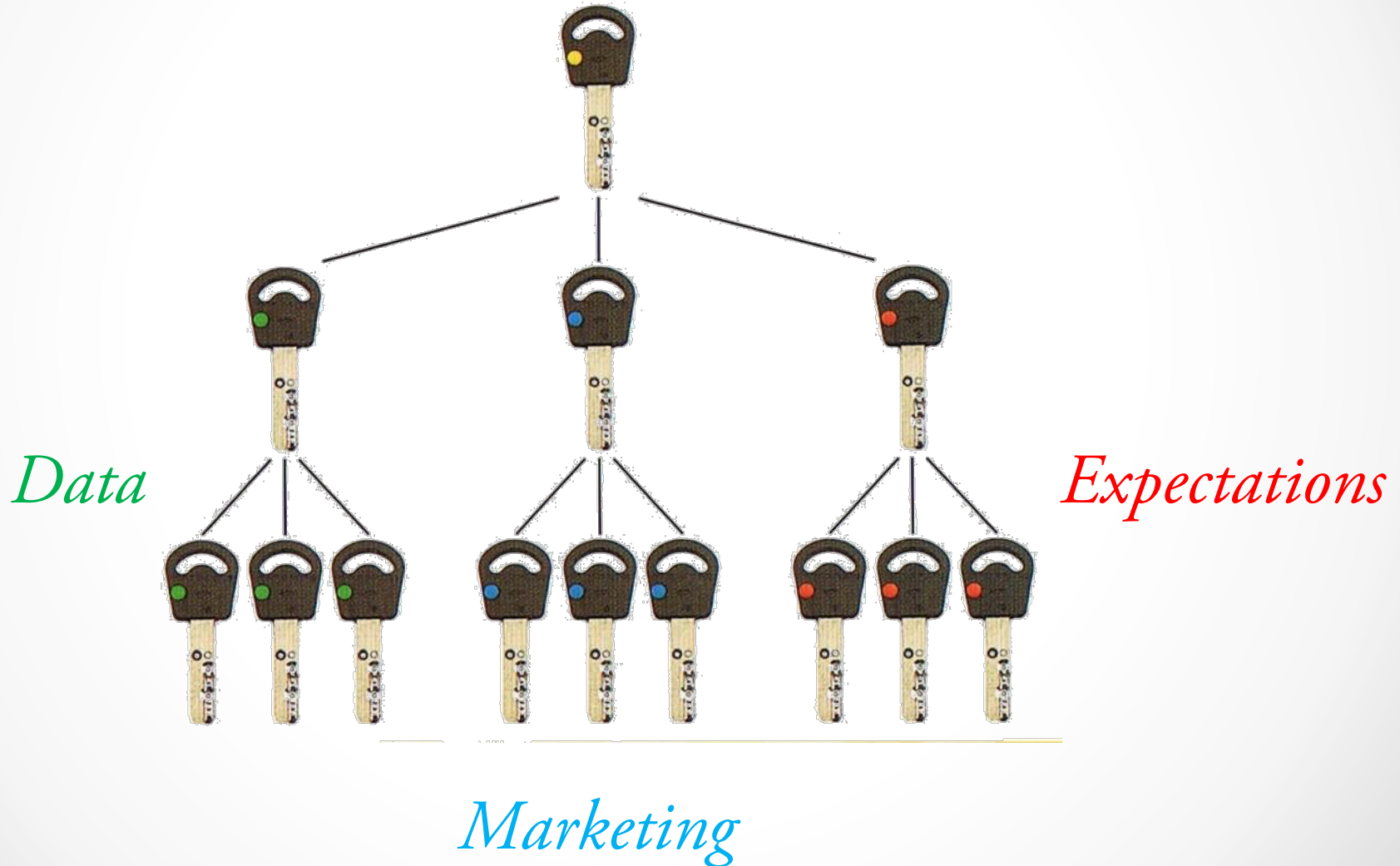


www.Citybration.com

Falo Tours:
day)
borhood Tour of Homes,
ntown, Richardson
ex, Parkside Garden, Eric
rans Walk Tour, and more.

June 23 - 29, 2011 | www.artvoice.com # 11

What's the Key?





Physical Requirements

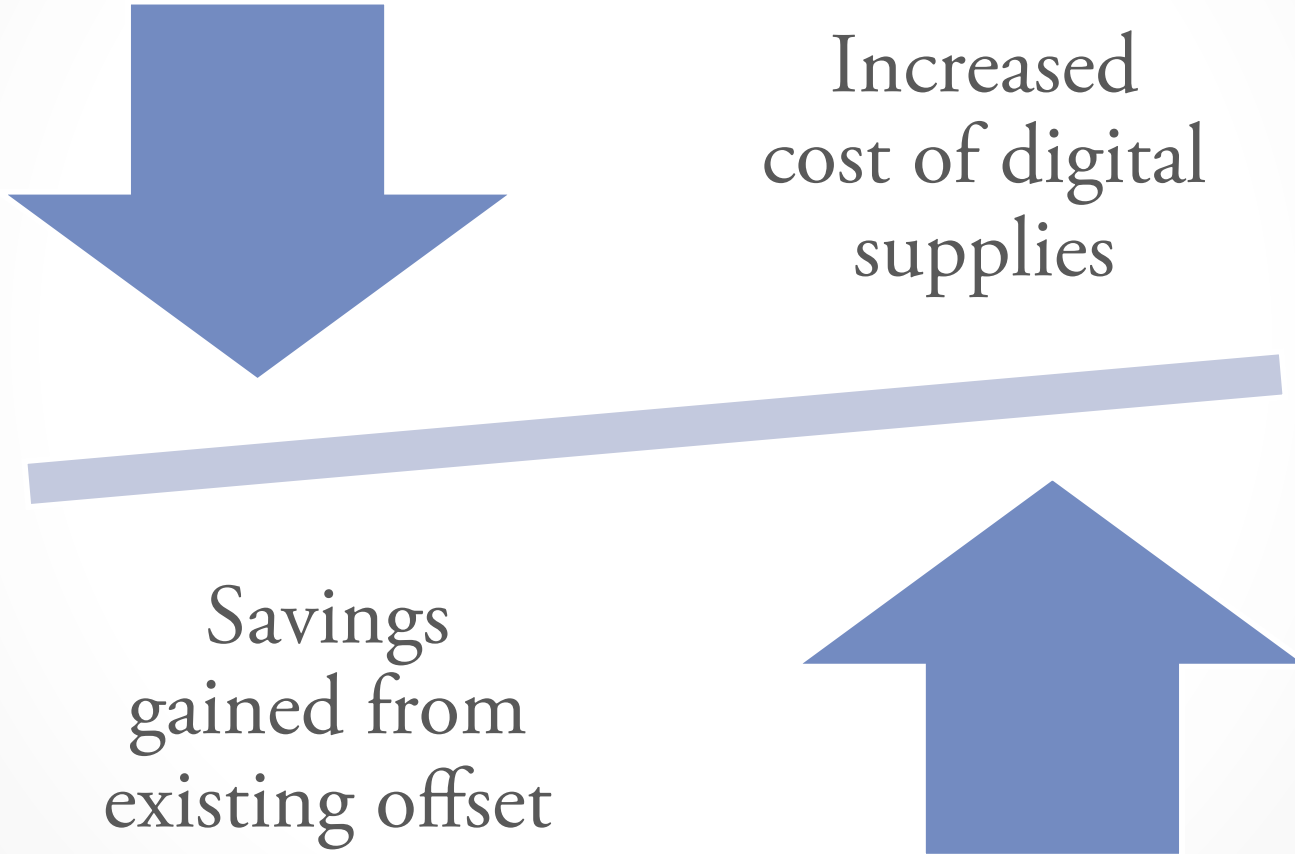
Building

- Much easier to install in an existing building
- Second floor installations are possible
- Less of a footprint
- Less height
- Minimal foundation requirements
- Less electrical power needed

Secondary Savings

- No plate making equipment needed
- Only setup is ripping
- No plates
- No blankets
- No ink adjustments
- No dampening system

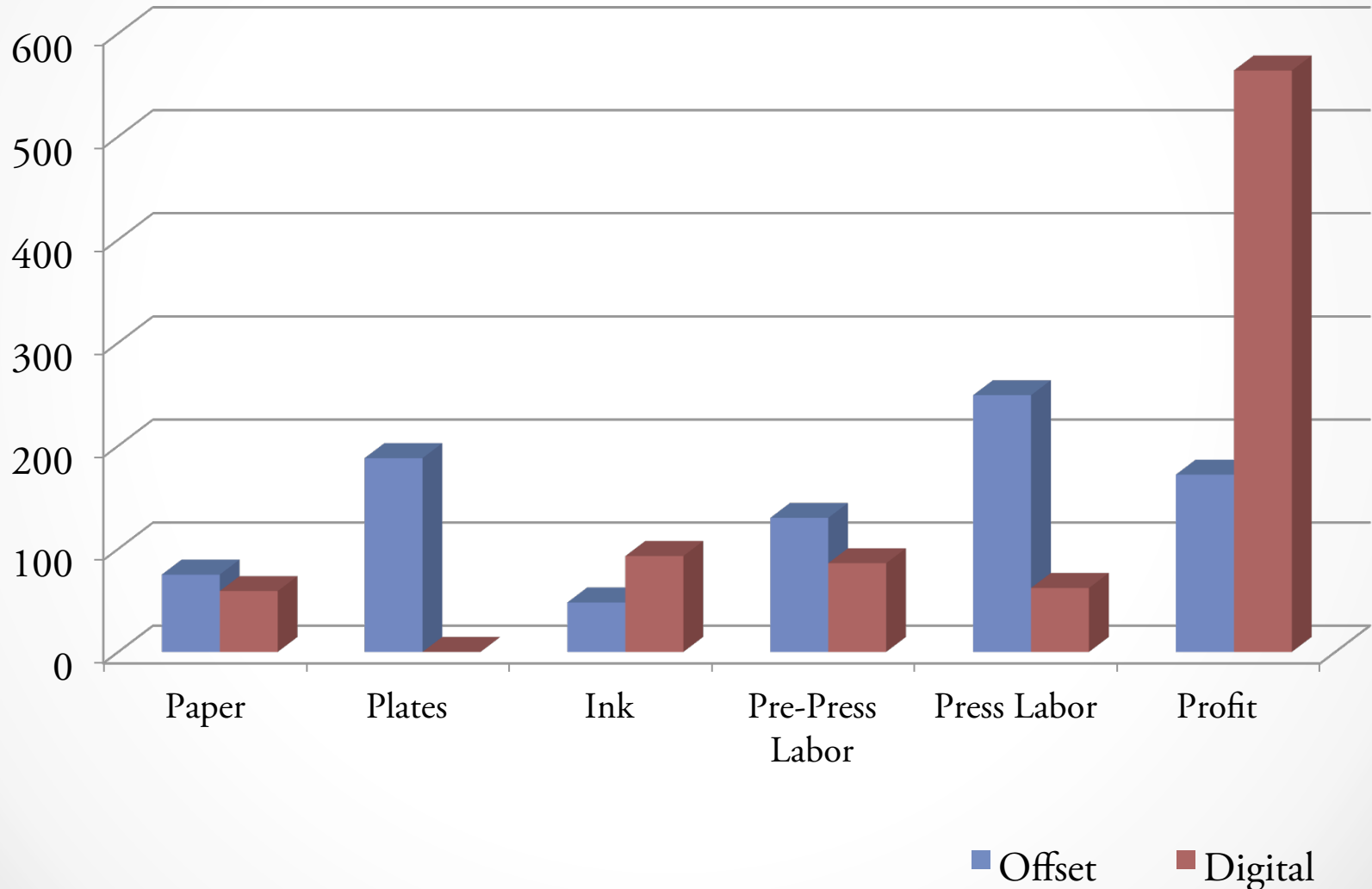
The Tipping Point



Offset Printing vs. Digital Printing

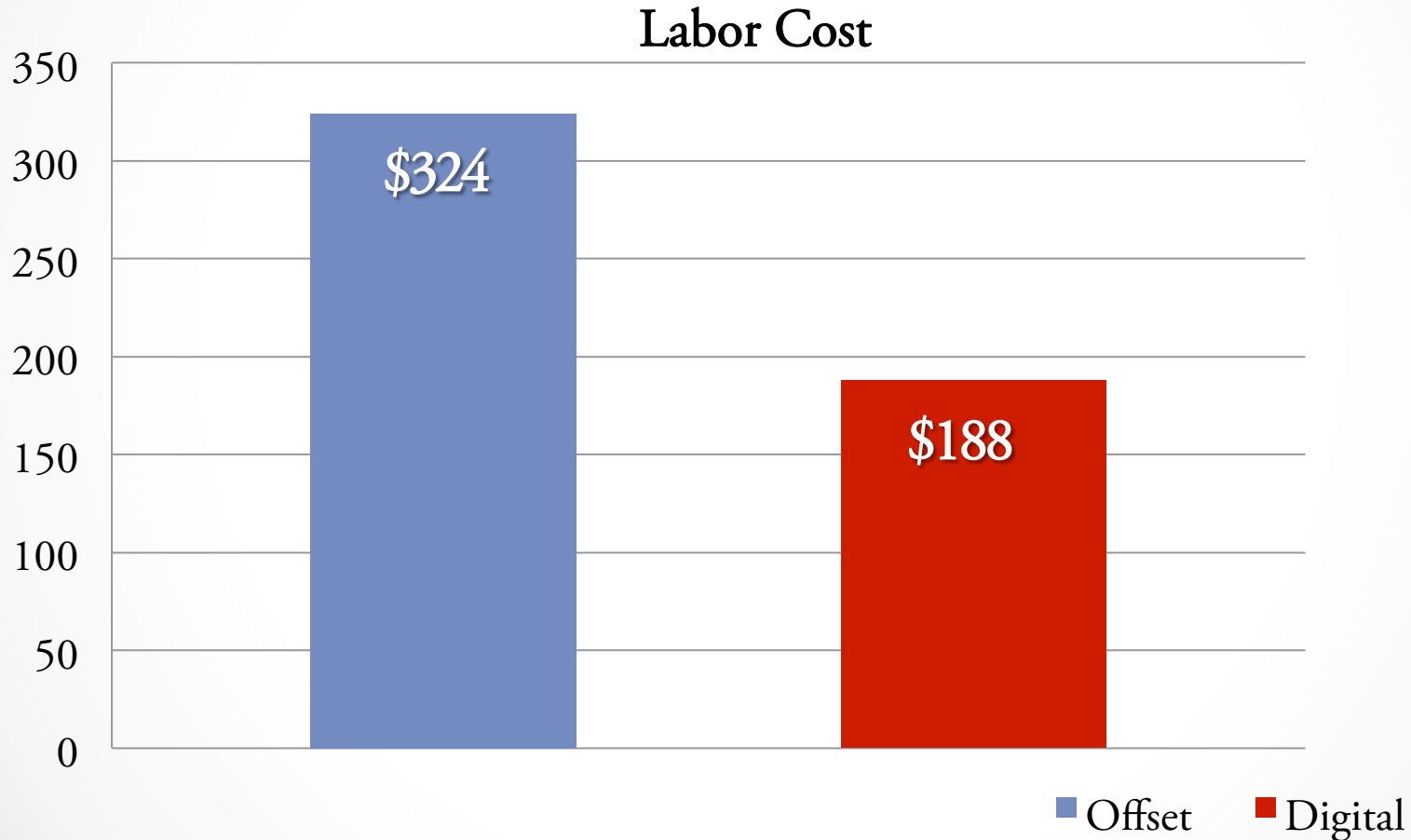
Cost & Profit Comparison

24 page tabloid, 4/color on all plates, 1,000 copies, 30lb. 29"



Offset Printing vs. Digital Printing Labor Dollars Spent

24 page tabloid, 4/color on all plates, 1,000 copies

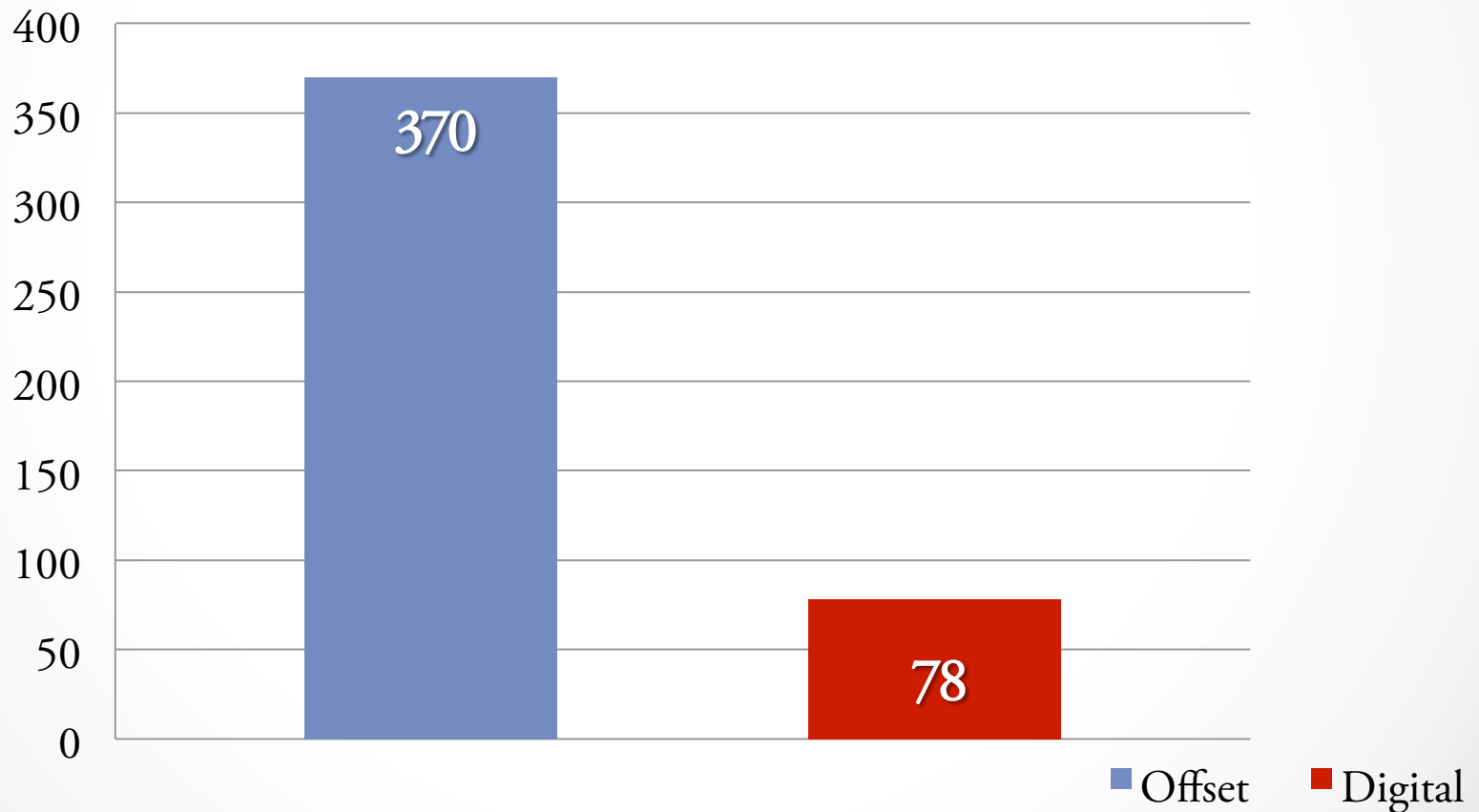


Offset Printing vs. Digital Printing

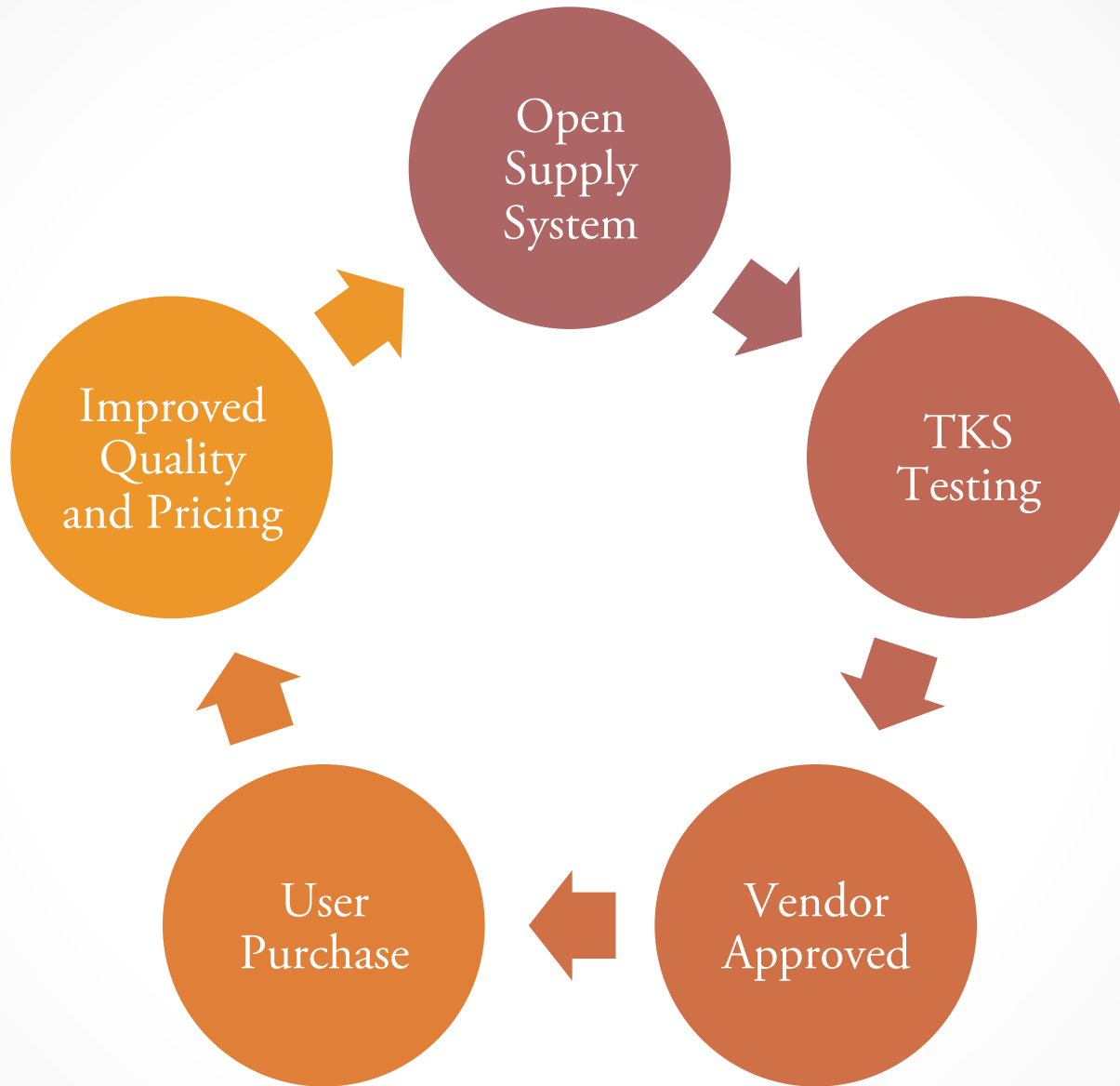
Time to Process & Print

24 page tabloid, 4/color on all plates, 1,000 copies

Processing Time

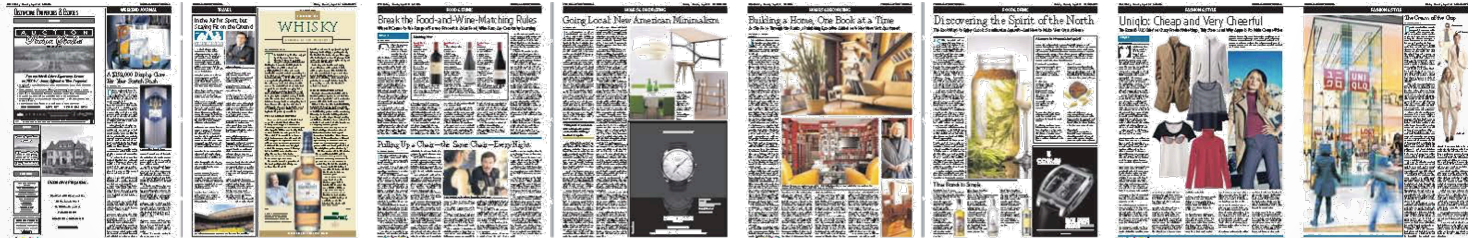


	Job 1	Job 2	Job 3
	24 Pages	32 Pages	40 Pages
Billing	\$934	\$1213	\$1492
Paper	(\$88)	(\$117)	(\$146)
Ink	(\$138)	(\$184)	(\$230)
Labor	(\$155)	(\$194)	(\$233)
Profit	\$553	\$718	\$883
Total Time	104 Minutes	Total Profit	\$2,154





Screen Shot from Color Management Station



uration

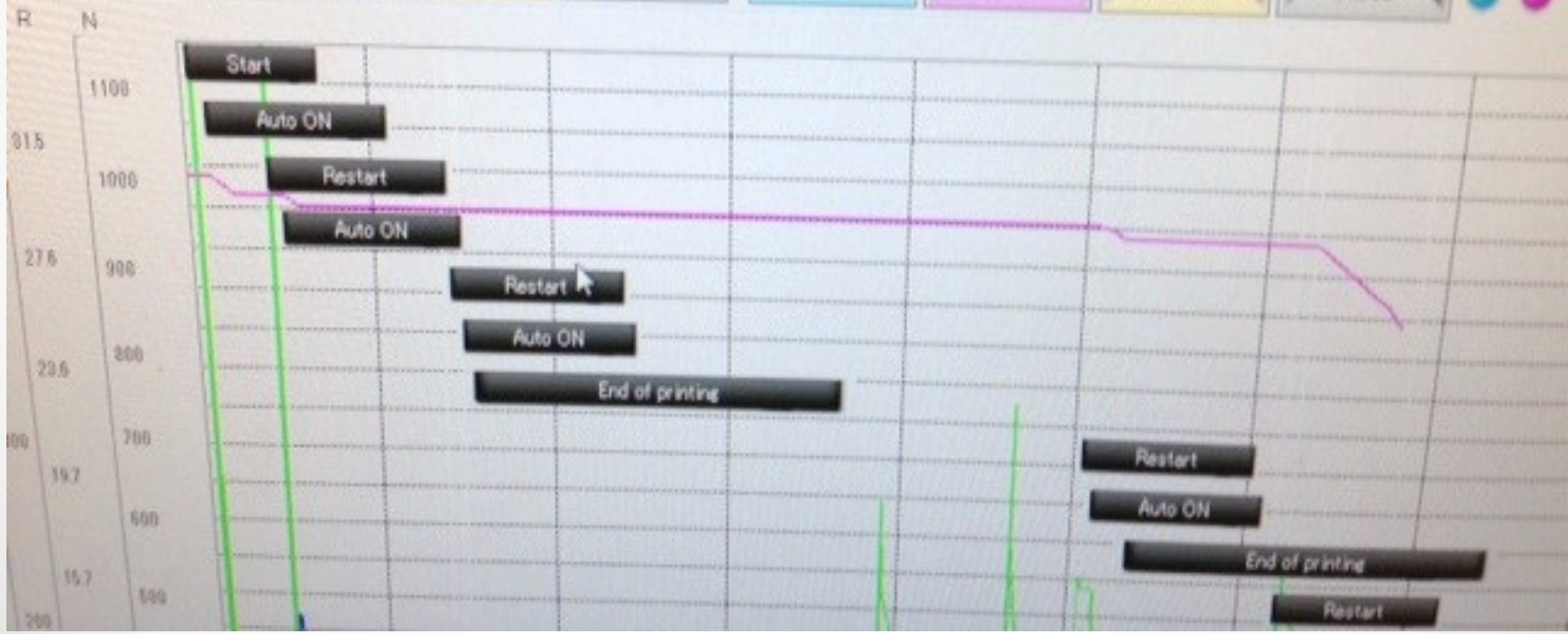


Operati

Printing information

Job	Print side	Printed copies	Remaining copies	Resolution	Lines	Roll diameter(in.)
04_27_12_WEJ	Both	113	887	600	1	8.307

1P Consumed Ink(ml)				2P Consumed Ink(ml)				1P Hes
0.411	0.294	0.324	2.654	0.488	0.35	0.487	3.245	








JETLEADER

Ink/Cleaning liquid

518

use seq
Y M C K
Y M C K

0 ft./min

Yellow	Magenta	Cyan	Black	Cleaning liquid
Remaining amount 65 %	Remaining amount 71 %	Remaining amount 67 %	Remaining amount 35 %	Remaining amount 1 %
				

Preparation /Operation

Maintenance

Setup

Reset

Fault

Conventional Web Offset



Digital Jet Leader 1500

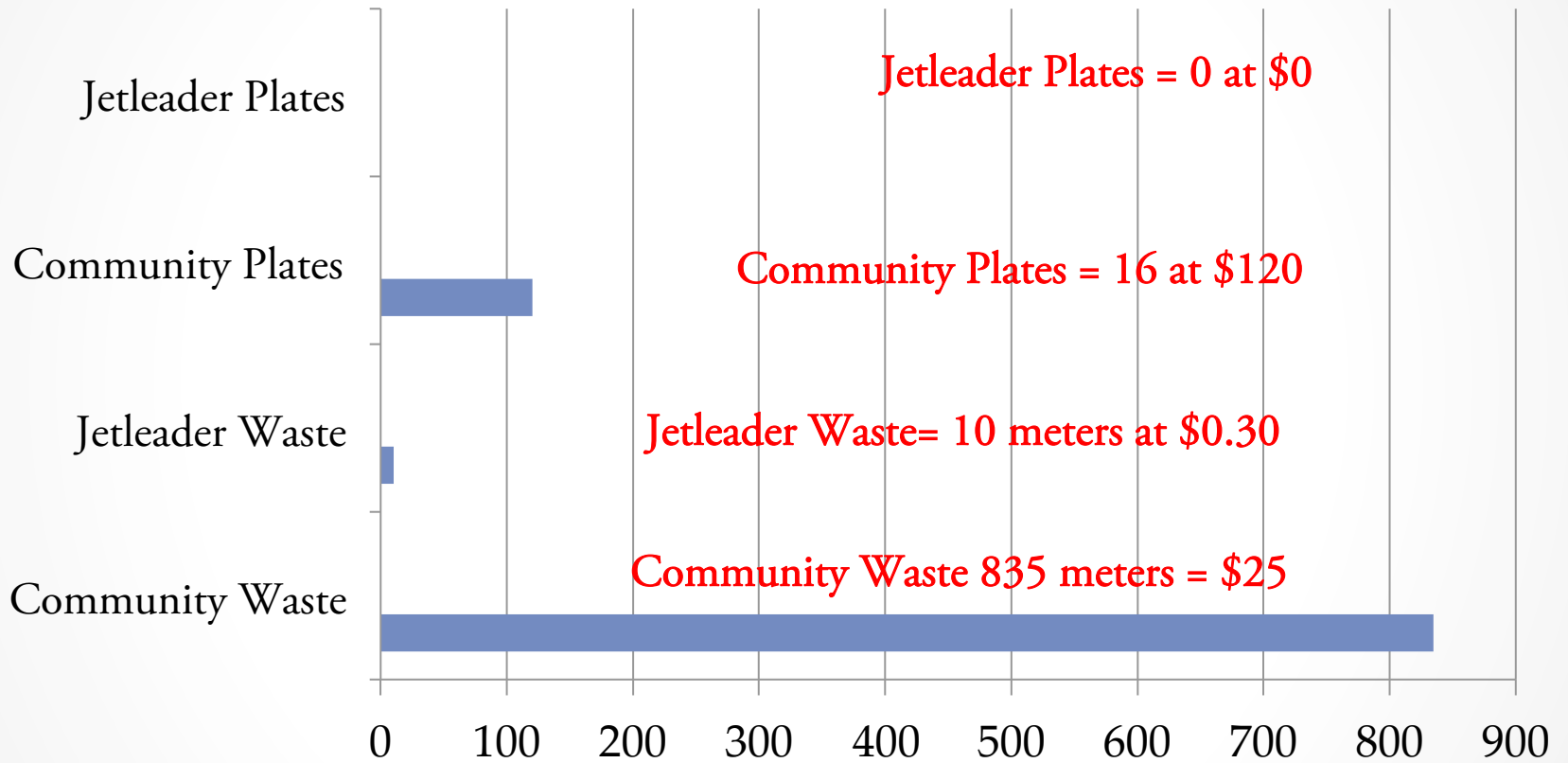


Conventional Web Offset

Total Production Time: 370 minutes

Digital Jet Leader 1500

Total Production Time: 78 minutes



Anticipate

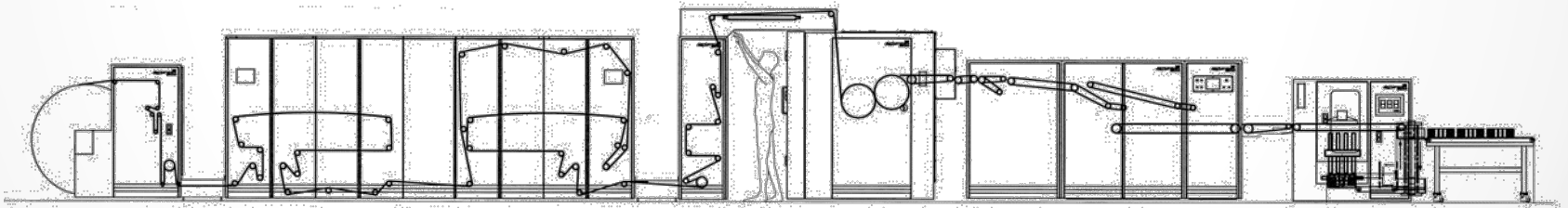
Adapt

Adjust



“It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is most adaptable to change.”

Charles Darwin



Ink Coverage and Cost

	Basis Weight	2 Page Width	(Press Cutoff) (Roll width) Cutoff
Page size	30	24	21.5
Pressrun	125		
Waste factor	2%	Total pressrun	128
Density percentage	10% - 50%		35%
Resolution (1 = 600 x 600, 2 = 300 x 600)			2

Computer rip and processing

		Pages	Minutes	Cost
Computer processing	Blk	16	48	\$ 29.9
	Blk + 1	0	0	\$ -
	Blk + 2	0	0	\$ -
	Blk + 3	24	72	\$ 112.0
Additional time required %		0%	0	\$ -
Total computer processing				\$ 141.8

Number of pages using black and ? Colors			
Blk only	Blk + 1	Blk + 2	Blk + 3
16	0	0	24
Total Pages			40
Cleaner			

Speed and labor calculation						
Ft per Piece	Max ft P/Min	% of Speed	Pieces P/Hr	Hrs. on M/R	Hrs on Press	
20	492	90%	1,328	0.5	0.6	
# Press operators					1	\$ 18.3
# Press helpers					1	\$ 18.3

Grams of ink used			
	Grams	Kilograms	
100	-	-	602
Total grams of ink used	702.5	0.7	
Total grams of Cleaner	125	0.1	
Converted to liters			
	Liters	Liter Cost	
Total liters of ink used	0.64	\$ 32.0	
Total liters of cleaner used	0.11	\$ 22.0	
Total cost of cleaner for job			\$ 2.5
Total cost of ink for job			\$ 20.4
Grand Total			\$ 22.9

Paper and waste calculation				
	Meters	Pounds	Cost	Total
Net paper used	762	46	\$ 800	\$ 18.3
Waste paper	15	1	\$ 800	\$ 0.4
Total Paper	777	47		
Total Paper				\$ 18.6
Setup				
Stitch/Trim (1=Yes, 2=No)		2	\$ -	\$ -
Palletize (1=Yes, 2=No)		1		\$ 7.5
Cartons (1=Yes, 2=No)		2		\$ -

Account: **World Journal**

 = Total of category
 = Operator input required

Item	\$\$ of Revenue	% of Revenue
Ink Cost	\$ 22.9	5.0 %
Paper Cost	\$ 18.6	4.1 %
Labor/material	\$ 185.8	40.9 %
Total Cost		\$ 227.4
Markup		100%
Total Price		\$ 454.86

Account	World Journal	
Number of pages	40	
	12-8-12-8	
Job	WJ_030813_TEST	
Print side	Both	
Printed copies		125
Remaining copies		0
Resolution		300
Lines		1
Roll diameter(in.)		27.205
Consumed web(m)		762
Paper used	GNP	
1P Consumed ink(ml)		
1P C		0.318
1P M		0.427
1P Y		0.456
1P K		1.457
		2.658
2P Consumed ink(ml)		
2P C		0.425
2P M		0.576
2P Y		0.608
2P K		1.356
		2.965
Total ink per copy, (ml)		5.623ml
Total ink used on all copies		702.9ml