Price for Letter Size Utility Bill Format

| Letter Pricing | Monthly | Annually | 3-Year Contract |
| :--- | ---: | ---: | ---: |
| Printing | $\$ 2,590.00$ | $\$ 31,080.00$ | $\$ 93,240.00$ |
| Postage | $\$ 13,230.00$ | $\$ 158,760.00$ | $\$ 476,280.00$ |
| Total | $\mathbf{\$ 1 5 , 8 2 0 . 0 0}$ | $\mathbf{\$ 1 8 9 , 8 4 0 . 0 0}$ | $\$ \mathbf{5 6 9 , 5 2 0 . 0 0}$ |

Price for Postcard Size Utility Bill Format

| Postcard Pricing | Monthly | Annually | 3-Year Contract |
| :--- | ---: | ---: | ---: |
| Printing | $\$ 2,030.00$ | $\$ 24,360.00$ | $\$ 73,080.00$ |
| Postage | $\$ 8,600.00$ | $\$ 103,200.00$ | $\$ 309,600.00$ |
| Total | $\mathbf{\$ 1 0 , 6 3 0 . 0 0}$ | $\mathbf{\$ 1 2 7 , 5 6 0 . 0 0}$ | $\$ \mathbf{3 8 2 , 6 8 0 . 0 0}$ |

Price Comparison for Utility Bill Format

| Price Comparison <br> (includes printing and postage) | Letter Format | Postcard <br> Format | Amount of <br> Increase |
| :--- | ---: | ---: | ---: |
| Monthly | $\$ 15,820.00$ | $\$ 10,630.00$ | $\mathbf{\$ 5 , 1 9 0 . 0 0}$ |
| Annually | $\$ 189,840.00$ | $\$ 127,560.00$ | $\mathbf{\$ 6 2 , 2 8 0 . 0 0}$ |
| 3-Year Contract | $\$ 569,520.00$ | $\$ 382,680.00$ | $\mathbf{\$ 1 8 6 , 8 4 0 . 0 0}$ |

