



## Key Financial Ratios Survey, 2023-24

Thank you for registering to participate in the PRINTING United Alliance Key Financial Ratios Program.

Our 2023-24 survey follows. All responses are strictly confidential. Participants will receive a complimentary report on the full results. Results will only be available to participants.

Please note the following:

1. To accommodate different financial reporting cycles, participants are asked to provide data for their most recently completed 12-month period.
2. To maximize the consistency of data, participants are asked to explain any differences between how they define a financial metric and how the metric is defined on the survey, any outliers or non-representative results, etc., at the end of the survey.

Questions or comments? Please contact Andy Paparozzi, Chief Economist, PRINTING United Alliance, [apaparozzi@printing.org](mailto:apaparozzi@printing.org), or Onamica Dhar, Economist, PRINTING United Alliance, [odhar@printing.org](mailto:odhar@printing.org).

### Participant Code

For added security, you do not have to enter your name, company name, or any other personal information on this survey. Simply enter the **four-digit participant code** provided on the email invitation. If you can't locate your code, please contact Andy Paparozzi, [apaparozzi@printing.org](mailto:apaparozzi@printing.org).

### Reporting Period

We would like data for your most recently completed 12-month period. Please indicate the 12 months for which you are reporting using the form "MM/YYYY to MM/YYYY" (for example, 1/2023 to 12/2023).

## The Metrics

In completing this part of the survey, please follow the definitions provided as closely as possible. Skip metrics you define very differently or do not track. Fields will accept dollar signs, thousands separators, and decimal points.

|   |          |
|---|----------|
| <p><b>Gross Sales</b><br/>Sales from all sources, including brokered sales.</p>   | \$ _____ |
| <p><b>Outside Materials and Services</b><br/>Cost of all materials (substrates, ink, plates, etc.) and all services (preparatory, printing, finishing, etc.) purchased from other companies to produce jobs.</p>  | \$ _____ |
| <p><b>Total Payroll</b><br/>Everything associated with paying employees, including payroll taxes. Include all working owners at fair compensation—i.e., what it would take to replace them.</p>   | \$ _____ |
| <p><b>Factory/Production Payroll</b><br/>Total cost (including payroll taxes) of compensating employees directly involved in production, such as press/equipment operators and production supervisors, as well as those indirectly associated with production, such as estimating, job planning, packing, and shipping.</p> | \$ _____ |
| <p><b>Factory/Production Overhead</b><br/>Equipment rental/leases, utilities, real estate taxes, rent, repairs and maintenance, etc. but not including depreciation and amortization.</p>   | \$ _____ |
| <p><b>Gross Profit</b><br/>Equals (1) Gross Sales – (2) Outside Materials and Services – (4) Factory/Production Payroll – (5) Factory/Production Overhead</p>   | \$ _____ |
| <p><b>Selling Expenses</b><br/>Total cost (including payroll taxes) of compensating sales personnel, including sales management. Also includes advertising, travel and entertainment, vehicle and other sales- related expenses.</p>  | \$ _____ |
| <p><b>Administrative Expenses</b><br/>Total cost (including payroll taxes) of compensating executive, office, and administrative personnel. Also includes accounting, legal, collection, insurance, office supplies and other costs of running the overall business.</p>  | \$ _____ |
| <p><b>Earnings Before Interest Taxes, Depreciation, and Amortization (EBITDA)</b><br/>Equals (6) Gross Profit – (7) Selling Expenses – (8) Administrative Expenses</p>  | \$ _____ |
| <p><b>Employees</b><br/>All full-time personnel plus the full-time equivalent of all part-time employees.</p>   | _____    |
| <p><b>Sales Personnel</b><br/>All full-time outside salespeople, including selling owners.</p>  | _____    |
| <p><b>Accounts Receivable</b><br/>Average accounts receivable balance at end of each month in the 12-month period for which you are reporting divided by annual sales times 365 days. (Average accounts receivable balance at the end of each month/annual sales)*365 days.</p>   | _____    |

## **Explanatory Notes and Comments**

We want to maximize the reliability and consistency of the data this survey collects. If any of your data are inconsistent with the definitions provided, are outliers for the reporting period, etc., please explain below.

## **Thank You!**

Thank you for participating in the PRINTING United Alliance Key Financial Ratios Survey, 2023-24. We plan to publish results in mid-to-late March 2024. As a participant, you will receive a report on the complete survey results. Survey contacts: Andy Paparozzi, [apaparozzi@printing.org](mailto:apaparozzi@printing.org) and Onamica Dhar, [odhar@printing.org](mailto:odhar@printing.org).