

CRUSH YOUR  
QUARANTINE:

# MAKE A PHOTOZINE!

PRODUCED BY



A free, two-part webinar with Jeff Phillips

NEW ORLEANS  
PHOTO  
ALLIANCE

Thursday, April 16 and 23 | 7 p.m. CT

#quarantivity

# A Photozine Case Study



# Come Thru, It's Lit.

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# Unit Cost Comparison: *Come Thru, It's Lit.*

Quantity	10	50	100	250
Smartpress	\$2.70	\$3.78	\$3.10	\$1.89
Magcloud	\$2.72	\$2.56	\$2.40	\$2.40
Mixiam	\$4.70	\$1.72	\$1.46	\$1.38
Vistaprint	\$10.04	\$8.24	5.38	\$3.20

# Likely Cost of *Come Thru, It's Lit.*



	Hours	Expense
<b>Planning</b>	20	\$500
<b>Shooting</b>	40	\$1000
<b>Editing</b>	10	\$250
<b>Design/Layout</b>	20	\$500
<b>Promotion</b>	10	\$250
<b>Printing</b>		\$200
<b><i>Total</i></b>	100	\$2700

# Conservative Cost of *Come Thru, It's Lit.*



	Hours	Expense
Planning	5	\$125
Shooting	0	\$0
Editing	10	\$250
Design/Layout	5	\$125
Promotion	5	\$125
Printing	-	\$200
<b><i>Total</i></b>	<b>25</b>	<b>\$825</b>

# Net Profit/Loss of *Come Thru, It's Lit.*

- Edition of 50, sold out
- Price: \$12
- Gross Income: \$600

<b>Gross Income</b>	\$600
Time	-\$625
Printing	-\$200
<b><i>Net Profit/Loss</i></b>	<b>-\$225</b>

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