**COMMERCIAL PRINTERS SCORECARD**

### COMPANY PROFILE

**SALES**

<table>
<thead>
<tr>
<th>Sales Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $1M</td>
<td>21.0%</td>
</tr>
<tr>
<td>$1M - $9.9M</td>
<td>49.4%</td>
</tr>
<tr>
<td>$10M+</td>
<td>29.6%</td>
</tr>
</tbody>
</table>

About half (49.4%) have at least $1M but less than $10M in sales.

### COMPANY SIZE

<table>
<thead>
<tr>
<th>Sales Staff Size</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-4</td>
<td>36.8%</td>
</tr>
<tr>
<td>5-9</td>
<td>26.3%</td>
</tr>
<tr>
<td>10-19</td>
<td>13.2%</td>
</tr>
<tr>
<td>20-99</td>
<td>23.7%</td>
</tr>
</tbody>
</table>

- **39.5%** - small companies (less than 20 employees)
- **50.0%** - at least 20 but less than 100 employees

### BENEFITS

- **91.1%** paid holidays
- **89.9%** vacation/personal leave, paid
- **77.2%** health care insurance
- **69.6%** workers compensation insurance
- **64.6%** retirement plan (pension, 401K)
- **63.3%** bereavement leave

77.6% pay more than 50% of health insurance premiums

67.2% match employee 401K/pension plan contributions

### DIRECT PAYROLL AS PERCENTAGE OF SALES REVENUE

- **21.2%** 20% or less
- **22.5%** 21%-40%
- **56.3%** More than 40%

**27.4%** Median

### SALES STAFF AND SALE COMPENSATION

- **8.0%** no sales staff
- **16.0%** in-house and their job is not dedicated SOLELY to sales
- **28.0%** contracted outside employees/independent sales reps
- **48.0%** in-house and their job is dedicated SOLELY to sales

**45.0%** salary only
**5.0%** salary plus commission or bonus
**50.0%** commission only

Commissions are received when the job is billed (47.6%) or when the job is paid for (38.1%)