

# ESTIMATES

## From Bottom Line

Date: \_\_\_\_\_

A 30-minute consultation and pre-project cost estimate are available at no charge at our office or by phone.

**PROJECT DEVELOPMENT:**

- Pre-production work. Analysis to develop the most suitable solution within a range of options. Generate ideas on various formats and products, and research most appropriate one(s). Includes an expanded meeting in our offices followed by written recommendations. \$300 - \$600.

**RESEARCH** (Circle) Secondary research, polling, focus groups, best-practices, and other research services. Market rates.

**CONSULTING:** Management consulting to solve problems, generate ideas, train staff, or implement solutions. Also applies to consulting work or meetings when it is impossible to define a scope of work or deliverable at the outset. Day rate, \$1,200, half-day minimum. Pro-rated for partial days, i.e. if I work 6 hours 1 day, 10 the next, and 4 the third, that's a total of 20 hours, or 2.5 days at the day rate.

- DESCRIBE

**WORKSHOPS and MARKETING PLANS**

- Pre-project development mini-workshop (see above): \$340
- Simple Marketing Plan Workshop. Includes three-hour workshop, 6-page report. \$950-\$1400.
- Full Marketing Plan. Includes half-day workshop; extensive 15-page report with detailed action steps. \$3,740.

**WRITING:** Brochures, newsletters, press releases, Web pages, annual reports, etc. A unit = 1 page, panel or topic (400 words).

- Level 1** Requires minimum prep work. Product or service is familiar to most people. \$110 per unit
- Level 2** Requires moderate prep work. Topic is not something that most people understand intuitively. \$240-\$340 per unit.
- Level 3** Product or service is more technical in nature or requires extensive research with references. \$340-400 per unit.
- Level 4** Requires multiple interviews, reviews of drafts by a committee, signatures from subjects, etc. \$425 per unit.

**GRAPHIC DESIGN / CREATIVE** A unit = 1 8.5 x 11 page, panel or topic, or the nearest equivalent.

- Level 1** Page layout. Client supplies concept, text, photos, logos or other artwork in electronic format. \$110 per unit.
- Level 2** Standard design. Client indicates objectives. We produce designs based on designer's vision of client's goal. \$240-\$340 per unit.
- Level 3** Original creative work. Includes creation of new brands, new logos, and other highly custom design work. \$340-\$400 per unit.

**GRAPHIC DESIGN/LABOR, MATERIALS AND EQUIPMENT**

- PRE-PRESS LABOR:** All quotes include delivery of one finished document to the client. Additional pre-press work (i.e. delivering files to printers; FTP to websites; producing and delivering PDF files; file uploads; burning CDs for vendors, etc) is \$15 - \$35 each.
- PRINTING:** Custom jobs quoted at market rates per specifications.

**WEBSITE DEVELOPMENT:** For existing sites, using your technical support, our standard writing and graphic design rates apply. For new sites:

- Basic 4-page starter site: Includes graphics, using your text or text written by us at the rates indicated above. Basic navigation and simple HTML function (excludes Flash, video, audio, motion, etc.) Includes domain registration, technical services and hosting for 1 year. \$1,480.
- Additional pages @ \$300 each. Updates: \$28 per page for routine text updates. Monthly or annual update/maintenance programs available.

**ADVERTISING SERVICES**

- Ad creation and production:
  - Print ad: Simple @ \$125 - \$170; Standard @ \$340; Custom/complex @ \$680.
  - TV spot, simple "slide show" @ \$1,200
  - TV Spot, deluxe videography @ \$1,600 plus market rates for videography
  - Radio spot @ \$150
  - Radio jingle package @ Market rates
- Media Analysis and campaign media planning, quoted per specifications.
- Media Procurement and Placement: No extra charge if media outlet offers us the standard agency discount. If media outlet does not offer the standard agency discount, it is invoiced to client along with media costs. For smaller campaigns, a flat fee applies per project.

**MEDIA RELATIONS:** Quoted per project based on client specifications

**PROCUREMENT SERVICES:** Our standard graphic design and pre-press charges apply for artwork created for purchased items.

- Labor charges apply for securing competitive quotes, paying vendor invoices, and guaranteeing vendor's quality. Basis of charges is 1) level of fiscal and managerial responsibility, 2) size of project, and 3) amount of labor. Not responsible for incidental or consequential damages.

**MONTHLY PR PROGRAM MANAGEMENT**

- Basic service @ \$375 • PR Pro to Go @ \$870
- PROOFS: Physical B&W and Color Proofs Printed Proofs: \$25-\$45 per project as applicable.
- TRACKING, MEASUREMENT AND REPORTING Quoted per project based on client specifications.
- DELIVERIES: \$10 each.

**PHOTOS**

- Using your photos:** No charge for placement of client-supplied photos provided in electronic high-res format. Scanning or editing client photos in PhotoShop is \$28 per photo.
- Photos we shoot:** \$35 each for "incidental" shots; specific assignments quoted based on specifications.
- Stock photos from our current collection:** There is no charge for photos selected by our designer from our collection of stock photography on the first proof. If you request substitute photos with specific criteria and we can identify a suitable match in our collection, the cost is \$35 per image.

**SPECIAL SERVICES** (Describe): Circle: Management, Creative, Labor.

- Example: Fulfillment of field requests for media materials, etc. \$35 per month plus \$10 per transaction.

**EXTRA REVISIONS** (See "terms") Two sets included at no cost. Additional revisions charged proportionally.

- **TERMS:** 33% invoiced net 30 at project outset; 33% invoiced after first draft; balance on delivery. Credit cards accepted. Overdue invoices incur finance charges as allowed by law, including collection costs.
- **TIMETABLE:** \_\_\_\_\_ . Client delays may increase costs.
- Jobs inactive with client for 45 days will be invoiced for portion of assignment completed to that point.
- **REVISIONS.** There is no charge for proofs 1 and 2 if revisions are assigned within 30 days of client receiving the proof; thereafter, proportional charges apply. If you anticipate many revisions (i.e. project subject to committee review), you may want to establish a line-item with an allowance for extra revisions.
- If client requests additional services not indicated in this quote, or changes the specifications, the job will be re-quoted.

Sign-off of agreement to the above projects, standard terms and rates:

Total

P.O. Number (if necessary): \_\_\_\_\_

Date