



IDEAS360°
a BRAND DESIGN agency

ESTIMATE FORM

date: 2014-10-15

status: awaiting approval

customer: Ricoh Imaging North America

estimate number: ideas-0023

job number: N/A

sales representative: house

project type: ideas360° client

project name: 2015 SPORT OPTICS Catalog/brochure

simple project description:

NEW 2015 SPORT OPTICS PRODUCT LINE - GLOBAL usage

DESIGN CONCEPT -TO PRINT READY MECHANICALS

Design new brochure - 12 - 16 pages (must be in signatures of 4) - 9"x12" page size
Write copy

Utilize STOCK images -with global rights -- 20-25 total provide photoshop - photo composition of images many times we might combine 3-6 images into one + color enhancement + this area is a great unknown the estimate should remain for now at 40 hours - but reality will be actual hours as needed (not to exceed) if hrs not spent the \$ wont be billed.

This estimate is prepared based on the limited discussion between Brian and I of the new product designs and 4 product categories at this point.

IDEAS360° estimates are developed to represent a not to exceed budget - unless major scope creep takes place.

medium: print / digital

creative concept: 40 hours / \$12,000.00

creative refinement: 55 hours / \$11,000.00

art direction: 16 hours / \$4,000.00

copy writing: 45 hours / \$5,625.00

pre-press production: 60 hours / \$6,000.00

photography: \$25,000.00

other: 40 hours / \$7,000.00

photo shop: 40 hours / \$7000

total: 256 hours / \$70,625.00