



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 new brochure - 24- 32 pages - 9"x12" page size

Write copy

Utilize stock images - 20-25 total

**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

**print supervision:** 25 hours / \$5,000.00

**photography:** \$25,000.00

**other:** 40 hours / \$7,000.00

**photo shop:** 40 hours / \$7000

**total: 241 hours / \$68,625.00**