



IDEAS360°
a BRAND DESIGN agency

ESTIMATE FORM

date: 2014-10-15

status: awaiting approval

customer: Ricoh Imaging North America

estimate number: ideas-0021- B

job number: N/A

sales representative: house

project type: ideas360° client

project name: CES 2015 RICOH BOOTH

simple project description:

Phase 2 optional

Concept refinement

Copy writing

Develop messaging

Develop graphics for final booth structure

Provide art direction

medium: other

creative refinement: 16 hours / \$3,200.00

art direction: 20 hours / \$5,000.00

copy writing: 36 hours / \$4,500.00

pre-press production: 52 hours / \$5,200.00

total: 124 hours / \$17,900.00