



IDEAS360°  
a BRAND DESIGN agency

## ESTIMATE FORM

**date:** 2014-10-15

**status:** awaiting approval

**customer:** Ricoh Imaging North America

**estimate number:** ideas-0021-A

**job number:** N/A

**sales representative:** house

**project type:** ideas360° client

**project name:** 2105 SHOT SHOW BOOTH

**simple project description:**

Concept refinement

Art direction of booth graphics

Purchase stock images 2-3

CopywritingProduce art for graphic panels

**medium:** other

**creative refinement:** 16 hours / \$3,200.00

**art direction:** 20 hours / \$5,000.00

**copy writing:** 16 hours / \$2,000.00

**pre-press production:** 10 hours / \$1,000.00

**photography:** \$2,000.00

**total:** 62 hours / \$13,200.00