



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: 281 hours / \$75,625.00