

# Preliminary eBook Proposal

Prepared for:

ITA GROUP

September 1, 2017

# Project Description

**This estimate covers activities related to creating three new eBooks, specifically:**

- Strategy and project management
- Initial creative concepts for the eBooks at approximately 15 pages each
- Finalization of the selected concept for the brochure
- All copywriting, leveraging new and existing materials as reference
- Layout of copy and photos/graphics into eBook
- Proof of entire eBook by copy editor
- Production of final digital content for placement on website
- Assumes ITA will provide background information, original diagrams and charts, and photos that may be required

Outside costs for photo shoots, stock images, printing and postage are not included in this estimate and, if found necessary, will be submitted for client approval.

# eBook Examples



# Pricing

This pricing assumes we will create three eBooks.

Tactic	Mx Labor	Mx Pass-thru	Total
Discovery/Program Mgt.	\$7,500	\$0	\$7,500
Design, Development and Execution of three eBooks	\$45,000	\$0	\$45,000
Photography, Images or detailed graphical imagery as needed	\$0	\$0	\$0
<i>Total</i>	\$52,500		\$52,500

# Timeline

Milestone	Week										
	1	2	3	4	5	6	7	8	9	10	11
Overall launch and development of eBook #1											
Review of eBook #1 and development of eBooks #2 and #3											

*This is an estimate and does not represent a fixed project bid. This estimate is based on the scope of work to be completed for the project as described above. This estimate does not include additional time or labor that may be required should the project scope change or if additional time is needed to complete the job. Prices and process will be reviewed after the initial eBook for possible price modifications (higher or lower) for the second and third eBooks.*

**Approved by:**

Signature

Date

**Thank you for considering us!**



**The Mx Group**

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