

# Preliminary eBook Proposal

Prepared for:

ITA GROUP

September 11, 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 -- based on ITA providing primary messaging documents similar to the Human Connection Rock Topic document
- Layout of copy and photos/graphics/light illustrations into eBook
- Proof of entire eBook by copy editor
- Production of final digital content for placement on website

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

# eBook Examples



# Pricing Estimate

This pricing assumes we will create three eBooks.

Tactic	Mx Labor	Mx Pass-thru	Total
Discovery/Program Mgt.	\$3,000	N/A	\$3,000
Design, Development and Execution of three eBooks	\$21,000	N/A	\$21,000
Total	\$24,000	\$0	\$24,000

## Timeline

Milestone	Week Of:								
	9/11	9/18	9/25	10/2	10/9	10/16	10/23	10/30	11/6
Project Approval/Sign-Off/Discovery									
Kick-Off & Content Organizing (editing/writing) X 3									
Page Blocking									
Design									
Revisions & Final Delivery									

*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.*

**Approved by:**

Signature

Date

**Thank you for considering us!**



**The Mx Group**

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