

28<sup>th</sup> April 2014

Clair Montgomery  
Bayer Plc  
Summer Essentials

Via email

Hi Clair,

**RE: Summer Essentials PLOF**

**DESIGN CONCEPTS**

To prepare a design concept based on the brief provided, using copy supplied. To present colour visuals of the design concepts in pdf format, for indicative use of images, graphics and colour application for consideration.

- time and materials

**£280**

**ARTWORK**

On approval of the design layout, to allow for 1 round of text amends and supplying further PDFs for approval. On final approval to run colour separated b/w lasers, run 'flight check' software and supply high resolution PDF for printing.

- time and materials

**£140**

**TOTAL COST OF PROJECT**

**£420**

I have prepared costs in accordance with your brief and details outlined at this stage and hope that these costs meet with your approval and I look forward to hearing from you in due course to proceed.

Kind Regards

Lauren Brady  
Account Manager

