

1<sup>st</sup> June 2014

Sarah Brady  
Falcon Precision Ltd

Via email

Hi Sarah,

**RE: Falcon Machinery Mailer**

**DESIGN CONCEPTS**

To prepare a design concept based on the brief provided, using copy and imagery supplied. To present colour visuals of the design concept in PDF format, for indicative use of images, graphics and colour application for consideration. On approval to send email ready jpeg.

- time and materials

**£140**

**COPY AMENDS**

On approval of the first mailer to make amends to copy to suit new messaging and supply colour visuals for review. On approval send email ready jpeg.

- time and materials

**£70**

**TOTAL COST OF PROJECT**

**£210**

*Please note:*

- *This estimate does not include any rounds of amendment loops and if these are required additional costs may be incurred.*
- *This estimate is based on copy amends only being required to the second mailer, if additional amends are required to design then additional costs may be incurred.*

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

