

10th April 2014

Helen Fraser
Bayer Plc
Rennie

Via email

Hi Helen,

RE: Rennie Pregnancy PLOF

DESIGN CONCEPTS

To prepare two design concepts 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 2 rounds of moderate 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

£210

TOTAL COST OF PROJECT

£490

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

