

13th June 2014

Danielle McGee
Bayer Plc
Berocca

Via email

Hi Danielle,

RE: Berocca Packaging Mailer & Leave Piece

STAGE 1: MAILER

DESIGN CONCEPTS

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

- time and materials

£350

ARTWORK

On approval of the design layout, to allow for 2 rounds of text amends and supplying further PDFs for approval. On final approval to supply jpeg for mailing.

- time and materials

£140

STAGE 2: LEAVE PIECE

DESIGN LAYOUT

To amend the mailer to A5 for print and create a secondary page based on the brief provided, using copy supplied. To present colour visuals of the design concept 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 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



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TOTAL COST OF PROJECT

£910

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

