

Proposal/Estimate of Costs Form

Date _____

By _____

CLIENT INFORMATION

Name _____

Address _____

Phone _____

Address (Billing) _____

Phone _____

Cell _____

Fax _____

Other Contact Information _____

PROJECT

Name _____

Location _____

ESTIMATED FEE SUMMARY \$ _____

Hourly Rates: ART DIRECTION ----- DESIGN ----- PRODUCTION/IMPLEMENTATION -----

Expenses—Billable (materials, suppliers, service bureau charges) -----

Expenses—Travel (optional) -----

SCOPE OF WORK

(Examples of what goes in here):
List the components that you are creating.
Dimensions, formats, size, scope, number of pages, images, items
Quantity, paper used, folds, presentation technique
Number of photos, illustrations, images,
Special production techniques, printing,
Other special considerations or details

WORK PLAN

	START-END DATES	BUDGET
Concept Development		
Design Development		
Production		
Project Implementation		
Total		\$

DETAIL			
	DETAILS	BUDGET	SCHEDULE
Meetings		\$	
Research/Strategy			
Comps - concept boards			
Layouts—Collaterals			
Stationery			
Brochure			
Folder			
Poster			
Signage			
POS/POP			
Other			
Logos/Logotypes			
Typography			
Color Palette			
Photography			
Shoot Art Direction			
Photographer			
Stylist			
Models/Props			
Photoprocesses			
Retouching			
Illustration			
Other Art (Stock)			
Copywriting			
Editing			
Proofreading			
Mechanical Production			
Artwork—Final			
Scanning			
Templates			
Mechanicals			
Style Guide			
Color Separation			
Pre-Press			
Specs (paper, ink, etc.)			
Bids—Printing/Other			
Bluelines, Proofs			
Printing Supervision			
Printing			
Fabrication - (constuction of work)			
Installation			

	NOTES	BUDGET	SCHEDULE
Miscellaneous		\$	
Travel			
Messengers			
Courier Services			
Telecommunications			
TOTAL			

Disclaimer: This proposal agreement is for educational purposes only and is not intended for professional use.

All information in this proposal is subject to the Terms and Conditions listed herein.

TERMS AND CONDITIONS

- Sketches and Comps Fee quoted includes ____ preliminary concepts / sketches; additional concepts / sketches are \$ _____ each.
- Final Artwork Fee quoted includes one set of final mechanical artwork. Changes to final artwork will be provided at an additional cost based on the extent and complexity of the changes, at \$ ____ per hour or a mutually agreed upon fee, TBD.
- Rights Upon full payment of all fees and costs, the following rights to the use of the designs and/or artwork transfer to Client, as noted:
- Credit Unless otherwise agreed, Designer shall be accorded a credit line on all published, printed material. As specified by designer(s).
- Overtime Fees quoted are based upon work performed during the course of regular working hours (based on a ____ hour week). Overtime, rush, holiday and weekend work necessitated by Client's directive is billed in addition to the fees quoted at \$ ____ per hour or a mutually agreed upon fee, TBD.
- Change Orders Work change orders will be issued for additional work and changes requested after approvals or commencement of work. WCO's include a description of the change/addition requested, estimated additional costs, and changes to work schedules/project completion. Client's signature is required on WCO's to proceed with changes/additions.
- Billable Items In addition to the fees and costs estimated herein, costs incurred for outside services (TBD), messengers and courier services and are billable (at cost ____; with a markup of ____%). Wherever applicable, state and local sales taxes will be included in Billable Items. Travel expenses are billed additionally, at cost.
- Purchasing All purchases made on client's behalf will be billed to client. In all cases, such prices will reflect a markup of ____%. Charges for sales tax, insurance, storage, and shipping and handling are additional to the price of each purchase. In the event client purchases materials, services, or any items other than those specified by the designer, the designer is not liable for the cost, quality, workmanship, condition, or appearance of such items.
- Schedule of Payment Hourly Rate: Regular billing periods (once per quarter) based on hours consumed or periodic approval points.
Fee Billing: ____ percent upon project commencement, ____ percent following completion of concept development, ____ percent upon completion of design development, ____ percent upon completion of production, ____ percent upon completion of implementation. Invoices are payable upon receipt.
- Termination Policy Client and Designer may terminate project based upon mutually agreeable terms to be determined in writing, either prior to signing of this proposal or if by client within a revised final Client-Designer Contract ____% kill fee applies and out of pocket expenses will be billed to the client.
- Term of Proposal The information contained in this proposal is valid for 30 days. Proposals approved and signed by the Client are binding upon the Designer and Client beginning on the date of Client's signature.

If the information in this Proposal meets with Client's approval, Client's signature below authorizes Designer to begin work. Kindly return a signed copy of this Proposal/Agreement to Designer's office.

Designer Signature _____ Print Designer Name _____ Date _____

Client Signature _____ Print Client Name _____ Date _____