



Estimate

Bob Smith
 XYZ Client
 1234 Any Street, Suite 412
 Any Town, ST 12345

Date 01/01/1111
 Estimate Number: 6543
 Revision #: Original
 Client PO#: 9876

Job #/Name: ADV-321/Grand Opening Direct Mail

Description:

QTY: XX,XXX QTY: YY,YYYY

CREATIVE FEES

\$XX,XXX

\$YY,YYY

Fees include account service, copywriting, proofreading, art direction, finished art and print supervision required to create a # page, # fold brochure.

PRINTING – BROCHURE

\$XX,XXX

\$YY,YYY

Brochure prints (color process, special ink, varnish # of sides, bleed, paper stock. Include finishing details —Trims, folds, scores, binding...

PER PIECE COST FEES & PRINTING

\$X.XX

\$X.XX

 Client Approval

 Date

 Agency Approval

 Date

Design and finished art charges reflect 3 rounds of revisions or minor client alterations. Any client changes beyond this point will be billed at an additional hourly rate. Printing prices and delivery are based on current paper costs and availability and cannot be guaranteed. All additional materials, expenses, and delivery fees will be billed separately and are not included in this estimate.

Acceptance of this estimate confirms that ABC Agency has been contracted by You for the job described above. If there are changes in the scope of work, ABC Agency reserves the right to revise this estimate. A cancellation fee based on the percentage of work completed will be charged if the job is cancelled or postponed at

This estimate is valid for 30 days from the date shown above. The prices quoted here are estimates, and are subject to change—revised estimates will be provided.