

Contact Name
Company Name
Address, City, Country, Postal Code

date: January 1, 2011

re: Project Description Here

This price quote is a range of estimated design time and is based on a 3-proof process. The **targeted total*** for each estimate is the middle of the hourly range. If more than 3 proofs are required the quote may need to be adjusted to reflect the changes.

ARTWORK - Project 1

Item Description	Hourly Range	Unit	Rate	Price Range
research, vision + concepts	2 to 4	hours	\$95.00	\$190.00 to 380.00
proof 1 - concept development (layout + design)	4 to 5	hours	\$95.00	\$380.00 to 475.00
proof 2 - layout refinement	2 to 4	hours	\$95.00	\$190.00 to 380.00
proof 3 - final revisions	1.5 to 2	hours	\$95.00	\$142.50 to 190.00
final - design completion	0.5 to 1	hours	\$95.00	\$47.50 to 95.00
<i>Total Hourly Range</i>	<i>10 to 16</i>		<i>Subtotals</i>	\$950.00 to \$1,520.00

ARTWORK - Project 2

Item Description	Hourly Range	Unit	Rate	Price Range
research, vision + concepts	1 to 2	hours	\$95.00	\$95.00 to 190.00
proof 1 - concept development (layout + design)	2 to 3	hours	\$95.00	\$190.00 to 285.00
proof 2 - layout refinement	1 to 2	hours	\$95.00	\$95.00 to 190.00
proof 3 - final revisions	0.5 to 1	hours	\$95.00	\$47.50 to 95.00
final - design completion	0 to 0.5	hours	\$95.00	\$0.00 to 47.50
<i>Total Hourly Range</i>	<i>4.5 to 8.5</i>		<i>Subtotals</i>	\$427.50 to \$807.50

PROGRAMMING - web project 1

Item Description	Hourly Range	Unit	Rate	Price Range
proof 1 - html/css and setup in CMS	6 to 8	hours	\$105.00	\$630.00 to 840.00
proof 1 - custom options / site integration	4 to 5	hours	\$105.00	\$420.00 to 525.00
proof 2 - content formatting	2 to 4	hours	\$105.00	\$210.00 to 420.00
proof 3 - site edits (if required)	2 to 3	hours	\$105.00	\$210.00 to 315.00
final - site upload / hosting coordination / testing	1 to 2	hours	\$105.00	\$105.00 to 210.00
<i>Total Hourly Range</i>	<i>14 to 20</i>		<i>Subtotals</i>	\$1,575.00 to \$2,310.00

STOCK ART / PHOTOGRAPHY

Item Description	Qty	Unit	Price	Price Range
royalty free photos - by quote if required				\$0.00 to \$0.00

totals: **\$2,952.50 to \$4,637.50**

*** Targeted Total: \$3,795.00**

Many thanks in advance for the opportunity to quote on this project.

PLEASE NOTE: This estimate is valid for 30 days from the date listed and does not include applicable taxes or delivery charges.