

# QUOTING SPECS

## TYPE OF SERVICE

## BASE COST ESTIMATE

## OUTSOURCING NEEDS

- logo
- wordmark
- brand identity

**\$2,500 - 10,000**

- motion director
- studio designer

- advertisement
- leave behind
- direct mail
- promotional

**\$50 - 100 / HR**

- copywriter
- illustrator

- graphic design
- publication
- grid design
- packaging/3D
- photoshoot

**\$50 - 100 / HR**

- photographer
- printer
- other

- design consultation
- photoshoot

**\$75 - 100 / HR**

### WHERE DO PRIORITIES LIE?



## PROJECT SPECS

quantity

dimensions

materials

specials

optional

inks

## NOTES



# QUOTING SPECS

# EXPERIENCE

## TYPE OF SERVICE

## BASE COST ESTIMATE

## OUTSOURCING NEEDS

- creative consulting
- environment design
- event concept and activation

**\$75 - 100 / HR**

- interactive marketing
- live/programmed visuals
- video production
- commercial music

**\$75 - 100 / HR**

- web design
- social media integration
- web flats

**\$200 - 2000**

motion director

studio designer

copywriter

coder/developer

photographer

printer

other

*\* All prices quoted are intended to reflect basic service offering and does not pertain to complex projects such as ecommerce, transactional or other unique backend/coding creation.*

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## NOTES

