

City of Boerne

2017 Boerne Guidebook Proposal

ADVERTISING/MARKETING PROPOSAL

Booklet:

- Specs: based on 72 pages + cover, full color, InDesign
- Based off current booklet design (Past production files provided by client)
- Design, Layout, Prepress, Preflight, PDF creation, Upload & Account Coordination:
- Agency Design fees 76 pages- **\$9,215.**
Cost Includes 2 sets of revisions – after two sets, billed hourly at \$95. Stock photo provided in bid if needed.
- Printing Costs: **\$11,485.**
9,000, 8"x7", 72 pages + self-cover, saddle stitched, 80# gloss book.
- Mailing Services: **\$1,070.**
\$35m per thousand, postage approx. .22¢ ea, .0125¢ ea for walk-sequence data file.
4,000 booklets mailed.

TOTAL: \$21,770. (\$2.42 per unit)

Charges not included above:

- Sales tax and shipping not included if applicable.
- Estimate based off current booklet design (Past production files provided by client)
- Prices do not include copywriting or photography. Copy and photography to be supplied by client or agency can contract out. Copywriting - \$125 an hour • Photography - \$150 - \$250 an hour
- 10% over/under applies and will be billed accordingly.
- 5% processing fee will be applied to all credit card payments.

Client Accepts Proposal in its Entirety: By signing this, you agree to Rudkin Productions' payment terms and associated estimated project costs for the above projects. Once client approval is given to start a project, client is responsible for all agency fees and outside costs associated with the project. 22% interest fees will be applied to all invoices left unpaid after NET 30 deadline. All project work will be billed to date if not completed within 90 days.

Signature: _____

Date: _____

Account Executive: _____