

# City of Boerne

## 2018 Boerne Guidebook Proposal

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### ADVERTISING/MARKETING PROPOSAL

#### Booklet:

- Specs: based on 72 pages + cover, full color, InDesign
- Design, Layout, Prepress, Preflight, PDF creation, Upload & Account Coordination:
- Agency Design fees 76 pages- **\$10,830.**
  - Cost Includes 2 sets of revisions – after two sets, billed hourly at \$95. Stock photo provided in bid if needed. Additional flat (4 pages) added: \$570.
- Printing & Mailing Services:

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- Printing Costs: **\$13,482.** 8,500, 8"x7", 72 pages + cover, perfect binding, 80# gloss book with 80# gloss cover or self-cover.
- Mailing Services: \$44m per thousand, postage approx. .22¢ ea, .0125¢ ea for walk-sequence data file. 5,000 booklets mailed = **\$1,382.50.**
- Design of Vendor Ads:
  - Full page: \$350.
  - 1/2Page: \$175.

#### Charges not included above:

- Sales tax and shipping not included if applicable.
- Estimate based off current booklet design
- 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:** \_\_\_\_\_