



Penguin Suits
106 Austin Dr S
Boerne, TX 78006
Office: 830.816.8238 | Fax: 830.249.2777
www.penguinsuits.com | debi@penguinsuits.com

City of Boerne
Lisette Jimenez
1017 Adler Rd
Boerne, Texas 78006

ESTIMATE

Estimate No.	9121
Date	8/1/2018

ITEM	DESCRIPTION	QTY	COST	TOTAL
Design	Design and set up of full color glossy book - - approximately 72 pages - includes text, illustrations, photo illustrations, and infographics - multiple cover design options will be presented - includes meetings (3-4) for review and edits - includes duplicate online interactive version for website - includes five (5) ad designs	72	149.00	10,728.00
Ad Design	Design and setup ads for advertisers (each additional)	1	175.00	175.00
Design & Layo...	Optional service included at no additional charge: restructuring ad sell sheet	1	0.00	0.00
Photography	Photography session - staff pictures - 2 hour photography session - 1 hour photo editing	1	550.00	550.00
Booklet/Binder	Printing of Guidebook - Finished Size: 8.125" x 7" - Saddle stitch - full color, glossy - includes digital printers proof	8,200	1.25	10,250.00
Mailings	Bulk mailing service charge, includes: - sorting - bundling - delivery - NCOA, inkjet address and mail prep for 6,000 pieces	6,000	0.145	870.00
Postage	estimated based on weight of 2018 guidebook - actual postage will vary based on list sort data type	6,000	0.27	1,620.00

Subtotal

Sales Tax (0.00)

TOTAL



Penguin Suits
106 Austin Dr S
Boerne, TX 78006
Office: 830.816.8238 | Fax: 830.249.2777
www.penguinsuits.com | debi@penguinsuits.com

City of Boerne
Lisette Jimenez
1017 Adler Rd
Boerne, Texas 78006

ESTIMATE

Estimate No.	9121
Date	8/1/2018

ITEM	DESCRIPTION	QTY	COST	TOTAL
Design	Design and set up of Mascot - Original Design - additional assets (clothing & accessories) - includes ownership conveyed to City of Boerne - includes graphic files for use	1	1,500.00	1,500.00

Subtotal	\$25,693.00
----------	-------------

Sales Tax (0.00)	\$0.00
------------------	--------

TOTAL	\$25,693.00
--------------	--------------------