



Penguin Suits

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City of Boerne
Lisette Jimenez
1017 Adler Rd
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ESTIMATE

Estimate No.	9439
Date	8/6/2020

ITEM	DESCRIPTION	QTY	COST	TOTAL
Design	Design and set up of full color glossy book - - approximately 76 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	76	149.00	11,324.00
Ad Design	Design and setup ads for advertisers (each additional)	1	175.00	175.00
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", 76 pages - Saddle stitch - full color, glossy - includes digital printers proof	8,528	1.25	10,660.00
Mailings	Bulk mailing service charge, includes: - sorting - bundling - delivery - NCOA, inkjet address and mail prep for 5,675 pieces	5,000	0.15	750.00
Postage	estimated based on specs of 2019 guidebook - actual postage will vary based on list sort data type	5,000	0.32	1,600.00

Subtotal \$25,059.00

Sales Tax (0.00) \$0.00

TOTAL \$25,059.00