

Name of Company

Address

City, State Zip

404-849-2168

www.cristinamontesinos.com

11/06/05

Proposal

Name of Clients: Project Type

Project Description

“Name of Client” needs to design a small print-ready brochure to explain the company capabilities to its target audience to be used during sales calls and as a mailer. The brochure will probably be a 2-color 3 to 4 panel brochure with an envelope. The brochure may include die cuts or an interesting fold or embossing that highlights that Smack Dab Studios logo.

Deliverables

- 2 initial brochure concepts/styles for the brochure
- 1 final brochure, prepared for printing (including pre-press)
- Includes three rounds of design work:
 - o Round 1: 2 initial brochure design concept/styles (Includes cover and 1 spread)
 - o Round 2: revision of one selected concept/style (includes layout of entire brochure)
 - o Round 3: revision of one selected concept/style (includes layout of entire brochure)

Proposed Timeline (may vary depending on revision time)

- Week 1: Project kickoff meeting and client provides copy
- Week 2: Delivery of initial brochure concepts/styles
- Week 3: Client feedback and minor revisions
- Week 4: Final file production and delivery of final files

Assumptions

- Client provides copy in an electronic format. After this time, only small changes can be made to the copy. Larger changes could require additional design work.
- Client is managing print production including: managing the printer, print quotes, checking proofs, and press checks.
- Does not include illustration or photography costs.

Price\$1,700 - \$1,950

Optional Press Check and Printer Proof Review

To provide extra quality control Cristina Montesinos will review the printer proofs and attend the press check. This will be done to ensure that the piece is printed as envisioned when designed.

Price\$200 - \$350