

Estimator Guide

Service description	Design Hours	Design Cost (in \$)	Writing Hours	Writing Cost	Actual Time
Letterhead and Envelope (no graphic elements)	1	75	--		2 wks
Invitation and Envelope (w/graphic elements)	4	300	2	150	4 wks
Complex Brochure (multi-panel/4+-color/multi-graphic elements)	12	900	12	900	8 wks
Standard Brochure (1-3 color/1-3 graphic elements)	8	600	8	600	6 wks
Standard Flier (1-4 color/1-3 graphic elements)	8	600	8	600	4 wks
Simple Flier (1-2 color/no graphic elements)	4	300	4	300	3 wks
Complex Poster(1-4 color/1-3 graphic elements/BRC)	12	900	6	450	8 wks
Standard Poster (1-3 color/1-3 graphic elements/BRC)	8	600	4	300	6 wks
Complex Booklet – Annual Report (4+-w/graphic elements)	4 per page	300	40	3,000	16 wks
Standard Booklet (up to 4 color w/graphic elements)	3 per page	225	20	1,500	12 wks
Complex Direct Mail (3+panels/1-4 color/multi-graphic elements/BRC)	16	1,200	10	750	12 wks
Standard Direct Mail (1-3 panels/1-3 color/1-3 graphic elements/BRC)	12	900	8	600	8 wks
Complex Postcard (2-side/4+color/graphic elements)	12	900	4	300	4 wks
Standard Postcard (2-sided/1-3 color/graphic elements)	8	600	2	150	4 wks
Complex Newsletter (4+color/multi-graphic elements)	8 per page	600	25	1,875	12 wks
Standard Newsletter (4 color/limited-graphic elements)	4 per page	300	20	1,500	12 wks
Complex Display Ad (1-color/1-graphic element)	4	300	4	300	8wks
Simple Display Ad (1-color/no graphic elements)	2	150	4	300	4wks
Complex Cover Design (4+-color/multi-graphic elements)	8	600	--		12wks
Standard Cover Design (1-4 color/limited-graphic elements)	4	300	--		8wks
Graphic Design (logo design, graphic element)	3	75			12-16 wks
Comprehensive	.5	37.5			2 wks