

# Estimating Worksheet

Date: \_\_\_\_\_ Revision #: \_\_\_\_\_  
Client: \_\_\_\_\_  
Project: \_\_\_\_\_  
Job #: \_\_\_\_\_ Client PO #: \_\_\_\_\_  
Proposal required by: \_\_\_\_\_  
Projected start date: \_\_\_\_\_  
Projected finish date: \_\_\_\_\_

## Job specifications

Dimensions/format/size/scope \_\_\_\_\_  
Number of pages/images/items \_\_\_\_\_  
Quantity \_\_\_\_\_  
Colors \_\_\_\_\_  
Paper/fold/presentation \_\_\_\_\_  
Number of photos/illustrations \_\_\_\_\_  
Number of words \_\_\_\_\_  
Number of charts/graphs/graphics \_\_\_\_\_  
Special considerations \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Input time

	Hours	\$ Rate	Total
Initial meeting(s)	_____ x	_____ =	\$ _____
Additional meetings	_____ x	_____ =	\$ _____
Client interviews	_____ x	_____ =	\$ _____
Background research	_____ x	_____ =	\$ _____
Travel time	_____ x	_____ =	\$ _____

## Conceptual time

	Hours	\$ Rate	Total
In-house meetings	_____ x	_____ =	\$ _____
Creative research	_____ x	_____ =	\$ _____
Strategizing/evaluating	_____ x	_____ =	\$ _____
Concept/development	_____ x	_____ =	\$ _____
Design/writing/sketching	_____ x	_____ =	\$ _____

## Execution time

	Hours	\$ Rate	Total
Client meetings	_____ x	_____ =	\$ _____
Full layout/draft/sketch	_____ x	_____ =	\$ _____
Formatting	_____ x	_____ =	\$ _____
First revision	_____ x	_____ =	\$ _____
Second revision	_____ x	_____ =	\$ _____
Author's alterations	_____ x	_____ =	\$ _____
Travel time	_____ x	_____ =	\$ _____

## Sub-contracted services

	Hours	\$ Rate	Total
Interviewing suppliers	_____ x	_____ =	\$ _____

  

	Estimate	Markup	Total
Copywriting	_____ +	_____ =	\$ _____
Design/layout/execution	_____ +	_____ =	\$ _____
Illustration	_____ +	_____ =	\$ _____
Original photography	_____ +	_____ =	\$ _____
Stock photography	_____ +	_____ =	\$ _____
Mfg/production/printing	_____ +	_____ =	\$ _____

## Production time

	Hours	\$ Rate	Total
Project management	_____ x	_____ =	\$ _____
Art direction	_____ x	_____ =	\$ _____
Typesetting	_____ x	_____ =	\$ _____
Mechanicals/boardwork	_____ x	_____ =	\$ _____
Prepress	_____ x	_____ =	\$ _____
Printing supervision	_____ x	_____ =	\$ _____

## General expenses

	Estimate	Markup	Total
New type fonts	_____ +	_____ =	\$ _____
Special supplies/software	_____ +	_____ =	\$ _____
Copies & stats	_____ +	_____ =	\$ _____
Delivery services	_____ +	_____ =	\$ _____
Cabs/tickets/mileage	_____ +	None =	\$ _____
Meals/hotels	_____ +	None =	\$ _____
LD telephone/fax	_____ +	_____ =	\$ _____
Service bureau charges	_____ +	_____ =	\$ _____

## Miscellaneous

	Total
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

Additional usage rights: \_\_\_\_\_ \$ \_\_\_\_\_

Administrative expense (small jobs)	+5% to 10%	\$ _____
"Optimism factor" compensation	+10% to 20%	\$ _____
Job/client difficulty factor	+ _____ %	\$ _____
Competitive factor	— _____ %	\$ _____

**Estimated total** \$ \_\_\_\_\_