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

_____ $ _____
_____ $ _____
_____ $ _____
_____ $ _____
_____ $ _____
_____ $ _____
_____ $ _____
_____ $ _____
_____ $ _____
_____ $ _____

Additional usage rights: _____
_____ $ _____

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

Estimated total

$ _____