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

$ _____

©Copyright 1995/1997/2003 Creative Business www.creativebusiness.com. Permission granted only for individual use and single copy reproduction.