



# Project Estimate

**B2b Interactive Marketing**

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Producer:	XXXXX		
Client:	Your Company		
Project:	Attendee Post Meeting Package CD		
Date:	7/22/02	Total:	\$ 2,510.00
		Discount	\$ 1,897.50

Qty	Files	Subtotal	Unit	Project Management	Unit Cost	Total
1.00	X	1	Hrs	Start-Up Meetings	\$ 100.00	\$ 100.00
	X	0	Hrs	FlowCharts & Timelines	\$ 100.00	\$ -
2.00	X	2	Hrs	General Project Management/Communications	\$ 100.00	\$ 200.00
	X	0	----	Outside Production Costs		\$ -
3.00			Man Hours	<b>Project Management Totals</b>		<b>\$ 300.00</b>

Qty	Files	Subtotal	Unit	Pre Production	Unit Cost	Total
2.00	2.00	4	Hrs	Graphic Design - Look and Feel	\$ 100.00	\$ 400.00
2.00	X	2	Hrs	Click Thru's & Templates	\$ 100.00	\$ 200.00
	X	0	Hrs	Custom Programming and Testing	\$ 100.00	\$ -
	X	0	----	Graphic Artists - Outside Production	\$ 100.00	\$ -
6.00			Man Hours	<b>Pre Production Totals</b>		<b>\$ 600.00</b>

Qty	Files	Subtotal	Unit	Production	Unit Cost	Total
		0	Hrs	Graphics Creation and Manipulation	\$ 100.00	\$ -
		0	Hrs	Flash/Splash Page Production	\$ 100.00	\$ -
4.00	1.00	4	Hrs	Main Pages - Navigation and Testing	\$ 100.00	\$ 400.00
2.00	2.00	4	Hrs	Sub Pages - Navigation and Testing	\$ 100.00	\$ 400.00
		0	Hrs	Audio/Video File Conversions	\$ 150.00	\$ -
		0	Hrs	Database Production or Conversions	\$ 100.00	\$ -
		0	Per Pg	Create PDF or Scan Documents	\$ 5.00	\$ -
		0	Hrs	Special Programming - Web/CD	\$ 100.00	\$ -
2.00	X	2	Hrs	Alpha/Beta Testing	\$ 100.00	\$ 200.00
1.00	X	1	----	Director Plug In to Launch PowerPoint	\$ 350.00	\$ 350.00
11.00			Man Hours	<b>Production Totals</b>		<b>\$ 1,350.00</b>

Qty	Files	Subtotal	Unit	Post Production	Unit Cost	Total
1.00	X	1	Hrs	Final Mastering - Uploads/Masters	\$ 100.00	\$ 100.00
1.00	X	1	Hrs	Testing	\$ 100.00	\$ 100.00
	X	0	----	Testing Services - Outside Production		\$ -
2.00			Man Hours	<b>Post Production Totals</b>		<b>\$ 200.00</b>

Qty	Files	Subtotal	Unit	Supplies/Duplication	Unit Cost	Total
4.00	X	4	Each	CD ROM Masters	\$ 15.00	\$ 60.00
	X	0	Each	CD ROM Duplicates 1-10	\$ 10.00	\$ -
	X	0	Each	CD ROM Duplicates 11-50	\$ 5.00	\$ -
	X	0	Each	Jewel Cases and Artwork	\$ 5.00	\$ -
	X	0	----	Duplication - Outside Production		\$ -
				<b>Supplies/Duplication Totals</b>		<b>\$ 60.00</b>

22.00	Total Man Hours	Project Totals	\$ 2,510.00
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\* This estimate is good for 30 days. Changes in project due date or scope nullifies this document and requires a new estimate