

Creative Project Estimating Worksheet

Date: **Estimation Date**	Revision#:
Client:	
Project: **Project Name**	
Job#: **Project Description**	Client PO#:
Proposal required by	
Projected start date :	
Projected finish date :	

Input Time

Initial meeting(s)	Hours	Rate	Total (Hours* Rate)
Additional meetings			
Client Interviews			
Background Research			
Travel Time			

Conceptual Time

In-house meetings	Hours	Rate	Total (Hours* Rate)
Creative Research			
Strategizing/evaluating			
Concept/ Development			
Design/Writing/Sketching			

Execution Time

	Hours	Rate	Total (Hours* Rate)
Client meetings			
Full layout/draft/sketch			
Formatting			
First Revision			
Second Revision			
Author's alterations			
Travel Time			

Sub-contracted services

	Hours	Rate	Total (Hours* Rate)
Interviewing suppliers			
Copywriting			
Design/layout/executio n			
Illustration			
Original photography			
Stock photography			
Mfg/production/printin g			

Production Time

	Hours	Rate	Total (Hours* Rate)
Project management			
Art direction			
Typesetting			
Mechanicals/boardwor k			
Prepress			
Printing Supervision			

Miscellaneous

<i>Estimated Total</i>	
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