



# PROPOSAL KIT SAMPLE

## SAMPLE ESTIMATE PACK DOCUMENT

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Estimate Pack is a set of pre-designed spreadsheets for estimating a variety of projects. The collection as a whole will meet many of your needs.

The spreadsheets are designed to facilitate fast and easy calculations for project estimates. These estimates can then be fine-tuned over time to become more and more accurate.



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**CD-ROM Development**

Hourly: \$95.00  
 Hybrid Multiplier: 50.00%  
 Admin Multiplier: 20.00%

Actual Hours:  
 Actual Pages:

Component	QTY	Est Time	Price	Total Price	Time
Base Card	1	12.00	\$1,200.00	\$1,200.00	12.00
Flash	1	5.00	\$500.00	\$500.00	5.00
Info Pages	5	1.00	\$95.00	\$475.00	5.00
PDF	0	0.00	\$0.00	\$0.00	0.00
Video (per minute)	0	0.00	\$0.00	\$0.00	0.00
Email links	1	0.25	\$25.00	\$25.00	0.25
Web links	1	0.25	\$25.00	\$25.00	0.25
Rollovers/popups	5	0.50	\$50.00	\$250.00	2.50
Slide Show	0	0.00	\$0.00	\$0.00	0.00
Map printout	0	0.00	\$0.00	\$0.00	0.00
Location Tours	0	0.00	\$0.00	\$0.00	0.00
Text	0	0.00	\$0.00	\$0.00	0.00
Still Photo	0	0.00	\$0.00	\$0.00	0.00
Custom Graphics	0	0.00	\$0.00	\$0.00	0.00
IPIX (per 10 pics)	0	0.00	\$0.00	\$0.00	0.00
Email links	0	0.00	\$0.00	\$0.00	0.00
Web links	0	0.00	\$0.00	\$0.00	0.00
Rollovers/popups	0	0.00	\$0.00	\$0.00	0.00
Power Point	0	0.00	\$0.00	\$0.00	0.00
HTML	0	0.00	\$0.00	\$0.00	0.00
Web sites	0	0.00	\$0.00	\$0.00	0.00
Tracking	0	0.00	\$0.00	\$0.00	0.00
Distribution Groups	0	0.00	\$0.00	\$0.00	0.00
Enterprise Tracking	0	0.00	\$0.00	\$0.00	0.00
Card Art					
Theirs	0	0.00	\$0.00	\$0.00	0.00
Custom	1	3.00	\$300.00	\$300.00	3.00
Changing screen films	0	0.00	\$0.00	\$0.00	0.00
Custom Background	1	3.00	\$300.00	\$300.00	3.00
Custom Music	0	0.00	\$0.00	\$0.00	0.00
Custom Buttons	0	0.00	\$0.00	\$0.00	0.00
Custom Narration	0	0.00	\$0.00	\$0.00	0.00
PC/Mac hybrid	0				
Web site on card setup	0	0.00	\$0.00	\$0.00	0.00
Custom Hi-res Photo Gallery	1	8.00	\$800.00	\$800.00	8.00
Custom 2	0	0.00	\$0.00	\$0.00	0.00
Custom 3	0	0.00	\$0.00	\$0.00	0.00
Custom 4	0	0.00	\$0.00	\$0.00	0.00
Custom 5	0	0.00	\$0.00	\$0.00	0.00
Custom 6	0	0.00	\$0.00	\$0.00	0.00
Custom 7	0	0.00	\$0.00	\$0.00	0.00
Custom 8	0	0.00	\$0.00	\$0.00	0.00

**Multi Media Time Estimate:** 31.00  
 \$ 2,945.00  
**Multi Media Price Estimate:** \$3,875.00  
**Admin/Management:** \$775.00  
**Misc Costs:** \$0.00  
**Replication:** \$1,240.00

**Base Total Project:** \$5,890.00

Payment Option 1: \$5,890.00 (up front)  
 (pay up front, 10% off production est.)

Payment Option 2: \$2,945.00 (up front)  
 (2 payments) \$2,945.00 (on final proof)  
 Total \$5,890.00

**Additional Costs:**  
 Travel \$0.00  
 Hardware \$0.00  
 Outsourced Services \$0.00  
 3rd Party License Fees \$0.00  
 IPIX License Fees \$0.00  
 Shipping \$0.00  
**Total \$0.00**

Total Production Charge: \$4,650.00  
 Total Duplication Charge: \$1,240.00

**Replication**  
 Oval

100	0	1.59	\$159.00	\$0.00	
500	0	1.39	\$695.00	\$0.00	
1000	1	0.99	\$990.00	\$1,240.00	
2000	0	0.90	\$1,800.00	\$0.00	
3000	0	0.90	\$2,700.00	\$0.00	
4000	0	0.90	\$3,600.00	\$0.00	
5000	0	0.86	\$4,300.00	\$0.00	
10000	0	0.76	\$7,600.00	\$0.00	<b>Total Qty</b>
20000	0	0.00	\$0.00	\$0.00	<b>1000</b>

Rectangular

1000	0	1.09	\$1,090.00	\$0.00	
2000	0	1.01	\$2,020.00	\$0.00	
3000	0	1.01	\$3,030.00	\$0.00	
4000	0	1.01	\$4,040.00	\$0.00	
5000	0	0.97	\$4,850.00	\$0.00	
10000	0	0.86	\$8,600.00	\$0.00	<b>Total Qty</b>
20000	0	0.00	\$0.00	\$0.00	<b>0</b>

Mini Rounds

1000	0	0.97	\$970.00	\$0.00	
2000	0	0.87	\$1,740.00	\$0.00	
3000	0	0.87	\$2,610.00	\$0.00	
4000	0	0.87	\$3,480.00	\$0.00	
5000	0	0.83	\$4,150.00	\$0.00	
10000	0	0.73	\$7,300.00	\$0.00	<b>Total Qty</b>
20000	0	0.00	\$0.00	\$0.00	<b>0</b>

Full Size

1000	0	0.91	\$910.00	\$0.00	
2000	0	0.81	\$1,620.00	\$0.00	
3000	0	0.81	\$2,430.00	\$0.00	
4000	0	0.81	\$3,240.00	\$0.00	
5000	0	0.79	\$3,950.00	\$0.00	
10000	0	0.72	\$7,200.00	\$0.00	<b>Total Qty</b>
20000	0	0.00	\$0.00	\$0.00	<b>0</b>

Changing films for Cover art 0 40.00 \$0.00 \$0.00

This estimate document is only included in the [Proposal Kit Professional](#) product.

This sample has been truncated to only show the first part. The complete editable version of this document is included in the Proposal Kit Professional product found at:

[ProposalKit.com/htm/proposal-software-products.htm](http://ProposalKit.com/htm/proposal-software-products.htm)

