



ESTIMATE

Cahoon & Cross, Inc.
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Katie Cullipher, Senior Environmental Education Planner
 Hampton Roads Planning District Commission
 The Regional Building
 723 Woodlake Drive
 Chesapeake, VA 23320

Date: October 25, 2016

Project Name: **HRPDC 2016-2017 Regional Environmental Education Campaign: askHRgreen.org Year 2 /PICA-FY2016-C01**

Title: **HR Green 2016-2017 Fats, Oils & Grease Subcommittee Marketing** Estimate #: **1893 r2**

Project Description: 2016-17 askHRgreen.org Fats, Oils & Grease Subcommittee promotional campaigns including radio, TV, Facebook, online advertising and creative support for the media campaigns..

Scope of Work	Cost
Creative/Design for Clog Man Campaign Creative	
Development of Clog Man Campaign Video. Concept and develop creative for campaign assets to include :30 and :15 video, digital ads, Facebook and native content ad	\$7,380.00
Project Management Includes: project planning; client communications; meetings; strategy, planning; account management; video delivery to stations	\$1,360.00
Design, Content Creation and Production Includes concept development, storyboarding, scriptwriting, creative direction, illustration, graphic design, video production (motion graphics) + production of advertising collateral.	\$6,020.00
Project Expenses	\$1,200.00
Expenses VO recording :30 + :15 ; internal prints for proofing. Stock music and sound clips	\$1,200.00
Sub-total	\$8,580.00

Terms & Conditions

This price quotation will be honored for 30 days from the day it was sent.

All estimates may vary +/-10%. Any deviation from original project scope as described in the overview in this document may result in a change in price. Should this occur, Client will be made aware of change as soon as possible. Any alterations by the Client of project specifications may result in price changes. All additional costs exceeding the original estimate will be quoted to and approved by Client before costs are incurred.



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signature _____ printed name _____ date _____

Approved to proceed and have read and agree with terms and conditions.

signature _____ printed name _____ date _____