



July 27, 2017

Gena Bentall, Sea Otter Savvy

Dear Gena:

Thank you for the opportunity to present this proposal for a Sea Otter Stewardship in Morro Harbor brochure to be directed toward scuba divers and available at dive shops and other strategic locations.

SCOPE OF WORK (Sea Otter Stewardship Brochure/Guide)

1.00 CONCEPT AND TEXT

1.01 WILDWAYS illustrated will meet with the Client Team to discuss themes and goals for the project. Client Team will provide maps, images, text, logos, color and layout suggestions and requirements regarding the target audience.

2.00 PRELIMINARY DESIGN

2.01 Following Client Team direction and using text, maps and images provided, WILDWAYS illustrated will create preliminary layout and design with illustrations, maps, and images for a sea otter stewardship brochure/guide. The brochure format will be either 11”w x 17”h, full bleed print, folded to 8.5”h x 3.66”w or 11”w x 8.5”h tri-fold to 3.66”w. (printed both sides for both sizes))

2.02 The Client Team will review and make changes.

3.00 FINAL DESIGN

3.01 Using input from the Client Team, we will finalize the design and provide final digital files for approval.

3.02 Upon approval, final digital files will be produced for the client and also sent directly to the printer, as the client requests.

4.00 PRODUCTION

4.01 The client team will manage printing with the vendor of their choice.

COST ESTIMATE

All fees include color proofs and two sets of edits.

WILDWAYS illustrated Design Work

Editing, illustration, and graphic design (11x17)	\$3,500.00 (taxable)
Editing, illustration, and graphic design (11x8.5)	\$3,000.00 (taxable)

PAYMENT TERMS

Payment to WILDWAYS illustrated shall be upon final sign-off of the artwork.

DELIVERY

Design and development time is contingent upon edit cycles and acceptance. Final, print-ready files will be delivered in the format requested by the client.

Should you have questions regarding the details, timing or pricing, do not hesitate to contact us at 408.489.4654 or, email wildways@got.net.

Thank you for your interest in working with WILDWAYS illustrated.

Sincerely,

Gay KraegerHolly Reed

If this proposal meets with your approval, please sign below, scan and email to us.

SignatureDate