



Design Estimate Checklist

Date: _____

1. Project Description:

2. Client:

Name: _____ Phone: _____ Email: _____

Address: _____

3. Specifications

Flat Size: _____ Die-Cuts Notes: _____

Folded Size: _____ Saddle-Stitch _____

Fold Type: _____ Perfect-Binding _____

of Pages: _____ Variable Data _____

4. Color

One-Color Two-Color 4-Color Process RGB Spot _____

5. Images

Photography Graphics Logos Stock Photography needed
(royalty free images available for \$75 each)

Brand Style Guide available? Yes No

6. Copy

Provided Format: _____

Copy-Writing Required

Proofreading (includes check for content, grammar and consistency)

7. Design Level

Layout Infographics # of Design Comps: _____

Design/Conceptual Custom Graphics

Both PhotoShop/Retouching

8. Distribution Method

Mail Hand PDF Other _____

9. Call-to-Action: _____

10. Budget: _____

11. Timeline

Content Ready: _____

In-Hand Date: _____

12. Notes: _____

