# Sample In-house Estimate Worksheet

**IMPORTANT: PLEASE READ:**
Prices are subject to change as additional information is supplied.

Job No.:_____ Date:_____ Estimate Figured By:_____

Client: _____

Title: _____

**Comments:**

| Time | Hours | Billing Rate | Total |
|---|---|---|---|
| Research/Planning | | | |
| Conceptual/Design/Mockup | | | |
| Illustration | | | |
| Copywriting | | | |
| Art Direction: Photo/Radio/TV | | | |
| Digital Layout | | | |
| Proofreading | | | |
| Account Service | | | |
| Project Management | | | |
| Administrative | | | |
| | | ***Sub-Total*** | |

| Outside Direct Costs | Cost from Vendor | Markup | Selling Price |
|---|---|---|---|
| Photography (Outside) | | | |
| Talent | | | |
| Film/Video/DVD Production | | | |
| V/O (Voiceover) | | | |
| Mailing Services | | | |
| Hi-Res Proofs | | | |
| Printing/Production | | | |
| Digital Production/Apps | | | |
| Other _____ | | | |
| | | ***Sub-Total*** | |

| Misc. Costs | Cost | Markup | Selling Price |
|---|---|---|---|
| Travel | | | |
| Telephone | | | |
| Copies | | | |
| Postage | | | |
| | | ***Sub-Total*** | |
| | | **Total** | |
| | | **Sales Tax** *(if applicable)* | |
| | | **GRAND TOTAL** | |

10% Range $_____ To $_____

Freight not included in Price

Your Time and Outside Direct Costs categories may vary from those shown;
customize your categories based on individual project requirements.