

# ADVERTISING AGENCY COST ESTIMATE TEMPLATE

|                 |              |
|-----------------|--------------|
| ESTIMATE DATE   | BRAND/CLIENT |
| PROJECT NAME    | NAME         |
| PREPARED BY     | NAME, TITLE  |
| QUOTE ID/NUMBER | TOTAL        |

## AGENCY INFORMATION

VALLEY VIEW AGC AND DESIGN  
123 VALLEY VIEW INDUSTRIES BLVD  
SUITE 1234, CITY, STATE ZIP  
JOHN GARCIA, PROJECT MANAGER  
PHONE  
EMAIL

## ESTIMATE PREPARED FOR

WELLER CORP.  
456 MAIN STREET  
BOX 12, CITY, STATE ZIP  
KAREN BAKER, OPERATIONS  
PHONE  
EMAIL

YOUR LOGO HERE

## PROJECT ESTIMATE

| SERVICES / ITEMS                  | DESCRIPTION                                         | QUANTITY | UNITS | COST   | SUBTOTAL |
|-----------------------------------|-----------------------------------------------------|----------|-------|--------|----------|
| Market Research                   | Research of trends and competitors                  | 5        | Hours | \$0.00 | \$ 0.00  |
| Branding and Strategy Development | Logo design, brand guidelines                       | 5        | Hours | \$0.00 | \$ 0.00  |
| Creative Design and Production    | Logo design, brand guidelines                       | 5        | Hours | \$0.00 | \$ 0.00  |
| Digital Marketing Services        | Banner ads                                          | 5        | Hours | \$0.00 | \$ 0.00  |
| Social Media Management           | Cross-platform development, giveaways, promotions   | 25       | Hours | \$0.00 | \$ 0.00  |
| Content Creation and Copywriting  | Editorial development                               | 15       | Hours | \$0.00 | \$ 0.00  |
| Public Relations Services         | Press releases, event invitations, event management | 40       | Hours | \$0.00 | \$ 0.00  |
| TOTAL                             |                                                     | 95       | Hours | \$0.00 | \$ 0.00  |

# Estimating Manual For Advertising Agency

**Bianca Harrington, AI**



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