

COZZAS

...like pizzazz :: web and print designs!

Project Estimate Worksheet (PEW) – INSERT DATE

Our process is simple:

- ① Fill out the remainder of this form – Project Estimate Worksheet (PEW)
Speak to us live at (404) 437-7523 for assistance in filling out this form.
- ② Ready for Approval
 - Sign Page 6
 - If using Adobe Writer Professional, we accept Adobe digital signatures.
 - Fax all pages to 1-866-840-9201 **OR**
- ③ Email this form to jacqueline@cozzas.com
- ④ Make Check* or Credit Card Payment (Paypal) to receive Account Setup Information and Welcome Kit.

MAKE CHECKS PAYABLE TO:

cozzas, llc
One Park Tower
34 Peachtree Street, NW
Suite 2480
Atlanta, Georgia 30303

*Checks take a minimum of 5 days to process before start of project. Credit Card payments are immediate with Paypal. You may be asked to make a one-time setup of a Paypal account. ALL INVOICES ARE NET 10, unless negotiated otherwise.

IMPORTANT: This worksheet is designed to facilitate the successful development of your web or print design project. It provides a means for you to clearly develop and communicate the content and functionality required on your website and, specifications for printed marketing documents. **Repeat clients only need to fill out some of the basic information once.** Be sure to keep a copy for project discussions.

A signed copy of this Project Estimate Worksheet will serve as our Project Quote valid for 60 days. Should you select cozzas to be your 'agency on record' for web services, or print graphics by making your cash or credit card payment, this Project Estimate Worksheet will become the Project Development Agreement and will provide a basis for our Project Development Plan.

A. Company and Project Information

Organization: _____ Contact: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

How soon you anticipate starting this project? ASAP Within 30 days 60 days 90 days or more
(NOTE: The project will not start until after the receipt of payment either by check (10 day processing time) or credit card.)

This project is for what type of organization:

- Small Business- Products Corporation - Products Non-Profit Group
- Small Business - Services Corporation - Services Government (any)
- Private Individual Membership Organization Educational Institution

Your target audience for the material will be: (please rank in order of significance)

- Private Individuals Businesses Specific Profession
- Consumers Corporate Employees Specific Industry
- Faculty Students Members

B. Marketing Brand Style Desired:

- Conservative Traditional/Corporate Contemporary Artsy/Creative Jazzy/Sophisticated

Images:

Print Materials: (must be High Resolution graphics min. 150 - 300 - 600 dpi)

- I will provide them I will provide some specific images Use stock images

Web (can be Low Resolution graphics 72 - 150 dpi, prefer High Resolution as described above)

- I will provide them I will provide some specific images Use stock images

Scanning Required: #_____ hard copy photos, etc. that are to be scanned for this project.

What are your Company Colors?

Primary_____ Secondary_____ Accent color _____

Logo

Do you have a company logo? Yes No Do you want us to create One? Yes No

Format of your logo file? Clipart low res. .jpg /.gif/.bmp high res. jpg, gif .tiff /.eps /.psd/.ai

C. Content

Do you have the content (text and photos) for this project already compiled? Yes No

Do you need the help of a Web Site Content Writer Yes No

Do you want us to develop a marketing tag line to go with your logo? Yes No

D. Web Item Selections and Options

Do you have a site name now? Yes No If No...

Do you have a web site now? Yes No If Yes...

Hosting Information:

I have a web name: www. _____ How many pages is your current site? __
 Web Host _____ (Earthlink, Bellsouth, Comcast, or Other)

We need cozzas to:

- Recommend an appropriate web host
- Document hosting requirements
- Review current host
- Setup/configure new domain services
- Tell me what I need to setup
- Review existing setup
- Recommend site names
- Site Name/Host Renewal Reminder
- Recommend Images

New Site

- Is this a New Web Site Add to Site
- How many pages do you want? Less than 20 Pages 21- 40 Pages 41-75 Pages 75 or more
- Do you have the content written? Yes No Do you need help with content? Yes No

Redesign Site

- Redesign an Existing Site

My site:

- Has Never Been Published Is Developed But Not Published Published
- Purpose of redesign: _____

- I want a specific background/style. I want a specific feature not listed here

Reference website /materials (I saw and really liked the web sites listed below.)

- 1 _____ 4 _____
- 2 _____ 5 _____
- 3 _____ 6 _____

Web Ready Options: 5 Page Web Site 10 Page Web Site Call for Consultation

Web Options:

| | | |
|---------------------------------------------------------|-------------------------------------------------------|-----------------------------------------------------|
| General Content and Features: | | |
| <input type="checkbox"/> Company Information | <input type="checkbox"/> Feedback/Request Form | <input type="checkbox"/> (OTHER) |
| <input type="checkbox"/> Product/Services (#pages_____) | <input type="checkbox"/> Calendar/Event Schedule | <input type="checkbox"/> Splash Page |
| <input type="checkbox"/> Testimonials/References | <input type="checkbox"/> Newsletter/Feature Article | <input type="checkbox"/> Search This Site Form |
| <input type="checkbox"/> Related Links Page | <input type="checkbox"/> Staff/Bio (#pages_____) | <input type="checkbox"/> Press/Announcements |
| Special Pages and Features: | | |
| <input type="checkbox"/> Automation/Scripting | <input type="checkbox"/> Message Board / Forum | <input type="checkbox"/> Registration / Application |
| <input type="checkbox"/> Email Group / List Service | <input type="checkbox"/> Password Security/Login Page | <input type="checkbox"/> Survey or Quiz |
| <input type="checkbox"/> Chat Room | <input type="checkbox"/> File Download Space | <input type="checkbox"/> Audio/Video Content |
| <input type="checkbox"/> Slideshow/Presentation | <input type="checkbox"/> File Upload Form | <input type="checkbox"/> Image Effects / Animation |
| <input type="checkbox"/> Site / Page Popup Message | <input type="checkbox"/> Flash or Shockwave Content | <input type="checkbox"/> Directory/Database Search |

| | | |
|----------------------------------------------------------------------------------|-------------------------------------------------------------------------|----------------------------------------------------------------------|
| <input type="checkbox"/> Other | <input type="checkbox"/> Image Gallery | <input type="checkbox"/> Content Writer |
| Database and Commerce | | |
| Online Database | | |
| <input type="checkbox"/> Create a new database for online use | <input type="checkbox"/> Publish an existing database to the web. | <input type="checkbox"/> "Live" search/viewing of data on web pages. |
| <input type="checkbox"/> "Live" update/collection of database info from the web. | <input type="checkbox"/> The database must synchronize to a PC database | <input type="checkbox"/> The database will only be used on the web. |
| E-Commerce: | | |
| <input type="checkbox"/> I will need online ordering / shopping card | <input type="checkbox"/> I will need online credit card processing | <input type="checkbox"/> I have pictures for the estore items |
| <input type="checkbox"/> I will need pictures scanned | <input type="checkbox"/> I do not have images or pictures | |
| Third Party Software / Services | | |
| <input type="checkbox"/> News (RSS) or Text-based Service | List _____ | |
| <input type="checkbox"/> Video, MultiMedia or Postcasting Service | List _____ | |
| <input type="checkbox"/> Database or other Interactive Service | List _____ | |
| Other: | | |

E. Print Item Selections and Options

Color Process - How many colors do you want on the front and/or the back of your printed piece?

- | | | |
|----------------------------------------------------------|--------------------------------------------------------|-------------------------------------------------------|
| <input type="checkbox"/> 4/0 - 4 color front, blank back | <input type="checkbox"/> 4/1 - 4 color front, b/w back | <input type="checkbox"/> 4/4 - 4 color front and back |
| <input type="checkbox"/> 2/0 - 2 color front, blank back | <input type="checkbox"/> 2/1 - 2 color front, b/w back | <input type="checkbox"/> 2/2 - 2 color front and back |

New Design Yes No **Reprint** Yes No If this is a reprint, providing the previous PEW Number will save time.
PEW # _____

What do you need?

| | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Business Cards Design Count _____ <input type="checkbox"/> Horizontal <input type="checkbox"/> Vertical <input type="checkbox"/> Front and Back <input type="checkbox"/> Letterhead/ Envelops Count _____ Second Page <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Bookmarks Count _____ <input type="checkbox"/> Horizontal <input type="checkbox"/> Vertical Eyelet Hole <input type="checkbox"/> Yes <input type="checkbox"/> No Ribbon <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Event Table Cards Count _____ <input type="checkbox"/> 3x5 <input type="checkbox"/> 5x7 <input type="checkbox"/> Custom Size Ribbon <input type="checkbox"/> Yes <input type="checkbox"/> No Stock Paper <input type="checkbox"/> <input type="checkbox"/> Special Order Paper | <input type="checkbox"/> Brochure Count _____ <input type="checkbox"/> Newsletter Count _____ Number of Panels: <input type="checkbox"/> 4 Panels <input type="checkbox"/> 6 Panels <input type="checkbox"/> 8 Panels 8.5x11 <input type="checkbox"/> 4 Color <input type="checkbox"/> 2 Color 8.5x14 <input type="checkbox"/> 4 Color <input type="checkbox"/> 2 Color 11x17 <input type="checkbox"/> 4 Color <input type="checkbox"/> 2 Color Folding for any above: <input type="checkbox"/> Half-Fold <input type="checkbox"/> Trifold Special Paper Size: <input type="checkbox"/> Size _____ <input type="checkbox"/> Programs/Annual Reports Count _____ Booklet 8.5x5.5 <input type="checkbox"/> 8 pg <input type="checkbox"/> 16 pg Booklet 8.5x11 <input type="checkbox"/> 8 pg <input type="checkbox"/> 16 pg |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

| | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Printing: <input type="checkbox"/> Our Printer <input type="checkbox"/> Your Printer | Paper: Glossy <input type="checkbox"/> Matte <input type="checkbox"/> |
| <input type="checkbox"/> Print Ad <input type="checkbox"/> Color <input type="checkbox"/> Black & White Type: <input type="checkbox"/> Magazine <input type="checkbox"/> Resource Guide <input type="checkbox"/> Event Size: <input type="checkbox"/> Full Page <input type="checkbox"/> 2-Page <input type="checkbox"/> ½ Page <input type="checkbox"/> ¼ Page Position: <input type="checkbox"/> Horizontal <input type="checkbox"/> Vertical Images <input type="checkbox"/> On CD <input type="checkbox"/> Use Stock (Some w/Royalties) cozzas should preflight all supporting files to printer (client must provide printer contact information and ad specifications.) <input type="checkbox"/> YES Preflight <input type="checkbox"/> No, Email or FTP Files | Other : <input type="checkbox"/> Outlook Email Stationery <input type="checkbox"/> Business Forms <input type="checkbox"/> HTML WebMail <input type="checkbox"/> Guest Speaker (Call 404-437-7523 for Details) |
| YOUR COMPUTER TYPE <input type="checkbox"/> PC <input type="checkbox"/> MAC | |

F. Proposed Project Cost

Please provide specific instructions or requirements for any items or options quoted.

Please be as specific and descriptive as possible, we will develop your project based on the information in this Worksheet and information augmented through email follow-up if necessary.

V. Estimated Expense (FOR OFFICE USE ONLY)

Client shall reimburse the Designer for all expenses. Expense amounts are estimates only.

| | |
|-----------------------|-----------------------|
| Hourly Rate: | Printing |
| Estimated Web Hours | Client's Alternations |
| Estimated Print Hours | Consultation Fee |
| Materials & Supplies | Shipping |
| One Time Set up Fee | Other Expenses |
| | Deposit |
| | Total |
| | |



G. RIGHTS TRANSFERRED

The Designer transfers to the Client the following exclusive rights of usage:

Title or Product Name: _____

Category of Use: _____

Medium of Use: _____

Edition: _____

Geographic Area: _____ Time Period: _____

Any usage rights not exclusively transferred are reserved to the Designer. Usage beyond that granted to the Client herein shall require payment of a mutually agreed-upon additional fee subject to all terms. Any transfer of rights is conditional upon receipt of full payment.

H. Consented and agreed to:

cozzas:

Designer's Signature/Date

Client:

Authorized Signature/Date

Client's Name and Title (Please print, thank you.)

Email Address

Telephone:

SUMMARY

By your signature on this page, you authorize cozzas, llc to proceed with the development of your project. Upon receipt of the minimum deposit required by check or Paypal (preferred method), the project is added to the firm's project development work queue. You will receive a confirmation email, an Adobe Digital Signature signed copy of this Project Estimate Worksheet, and an invoice for your payment, along with further instructions on how to access your account. Thank you.