

### Estimate Questionnaire

Today's date \_\_\_\_\_

Estimate due \_\_\_\_\_

Name \_\_\_\_\_

Art buyer \_\_\_\_\_ Art director \_\_\_\_\_ Other \_\_\_\_\_

Art director's direct line \_\_\_\_\_ e-mail \_\_\_\_\_

Address \_\_\_\_\_  agency  design  editorial  other

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Project \_\_\_\_\_

B/W  Color  Digital  Deliverable format \_\_\_\_\_

Can we talk with the art director? \_\_\_\_\_

Do you have a bid sheet? \_\_\_\_\_

Do you have layouts? \_\_\_\_\_

Budget: \$ \_\_\_\_\_

Usage:  print/magazine  newspaper  out of home  collateral  point of sale  
 electronic  TV  other \_\_\_\_\_

Time frame \_\_\_\_\_

Territory \_\_\_\_\_

Optional uses needed on estimate \_\_\_\_\_

Film:  B/W  Color  B/W & color

Prints needed and what size \_\_\_\_\_ Range \_\_\_\_\_

Casting:  actual  digital  Polaroids  comp cards  website

Talent specs: sex \_\_\_ race \_\_\_\_\_ age \_\_\_ budget range \_\_\_\_\_

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Casting due \_\_\_\_\_ website \_\_\_\_\_

Location: Scouting  yes  no Where? \_\_\_\_\_

Location scouting due \_\_\_\_\_ website \_\_\_\_\_

Travel: Include costs for the agency?  yes  no

Van rental for equipment:  yes  no

Car rental: Photographer  yes  no Agency  yes  no

Motor home:  yes  no

Hotel booking for agency:  yes  no How many people? \_\_\_\_\_

Stylists:

Hair:  yes  no Makeup:  yes  no

Wardrobe:  yes  no Style of wardrobe per talent \_\_\_\_\_

Needed on set?  yes  no

Props:  yes  no Items needed \_\_\_\_\_

Prop stylist needed on set:  yes  no

Meals: How many agency/clients on set? : \_\_\_\_\_ Dietary restrictions \_\_\_\_\_

How many days? \_\_\_\_\_ How many meals per day? \_\_\_\_\_

How many agency personnel? \_\_\_\_\_ How many crew? \_\_\_\_\_

Final fee on estimate \$ \_\_\_\_\_

Final estimate submitted \$ \_\_\_\_\_ Estimate submitted (date) \_\_\_\_\_

Job awarded?  yes  no

If no, it was awarded to \_\_\_\_\_