

Annex B for submitting financial proposal

Please provide separate prices per items/services listed in the tables below:

1. BOOKLETS/NEWSLETTER: Designing contents up to 8 pages

<i>Size in inches</i>	<i>Pages</i>	<i>Creation Fees</i>	<i>Artworks/Page Layout per page</i>	<i>Remarks</i>
Up to 8.27 x 11.69	Up to 4			
	5-8			
Above 8.27 x 11.69	Up to 4			
	5-8			

2. REPORTS/BOOKLETS: Designing contents from 9 pages and up (up to 40 pages only)

Designing Contents including Cover page, Title and Credits pages

<i>Size in inches</i>	<i>Pages</i>	<i>Creation Fees</i>	<i>Artworks/Page Layout per page</i>	<i>Remarks</i>
Up to 8.27 x 11.69	9-19			
	20-40			
Above 8.27 x 11.69	9-19			
	20-40			

3. PUBLICATIONS/REPORTS: (Over 40 pages)

Designing Contents including Cover page, Title and Credits pages

<i>Size in inches</i>	<i>Per document</i>	<i>Creation Fees</i>	<i>Artworks/Page Layout per page</i>
Up to 8.27 x 11.69	10-40 pages		
	41-80 pages		
	81-120 pages		
	Over 120 pages		
Above 8.27 x 11.69	10-40 pages		
	41-80 pages		
	81-120 pages		
	Over 120 pages		

4. FLYERS/LEAFLET: 1 single sheet

<i>Size in inches</i>	<i>Pages</i>	<i>Creation Fees</i>	<i>Artworks/Page Layout per page</i>
Up to 8.27 x 11.69	One side		
Above 8.27 x 11.69	Both sides		

5. LEAFLETS/BROCHURES/FACT SHEETS/INFO SHEETS:

from 4 to 12 pages (1 to 5 folds)

<i>Size in inches</i>	<i>Pages</i>	<i>Creation Fees</i>	<i>Artworks/Page Layout per page</i>
Up to 8.27 x 11.69	4 (1 fold)		
open	6 (2 folds)		
open	8 (3 folds)		
open	10 (4 folds)		
open	12 (5 folds)		

6. FOLDERS

<i>Size in inches</i>	<i>Pages</i>	<i>Creation Fees</i>	<i>Artworks/Page Layout per page</i>
Up to 19.7 x 27.8	Up to 2 + pockets		

7. POSTERS

<i>Size in inches</i>	<i>Pages</i>	<i>Creation Fees</i>	<i>Artworks/Page Layout per page</i>
Up to 27.8 x 39.4	1		
Above 27.8 x 39.4	1		

8. CALENDARS AND GREETING CARDS

8.1 Wall type calendar of Wall chart

<i>Size in inches</i>	<i>Creation Fees</i>	<i>Artworks per page up to 17.5 x 22.5</i>	<i>Artworks per page above 17.5 x 22.5</i>
1 individual page			
3 + 1 (3 pages contents + 1 page cover)			
6 + 1 (6 pages contents + 1 page cover)			
12 + 1 (12pages contents + 1 page cover)			
E- GREETING CARD open			
PRINT GREETING CARD (PLEASE GIVE QUOTATION WITH AND WITHOUT ENVELOPE) open			

8.2 Desk type calendar

<i>Size in inches</i>	<i>Creation Fees</i>	<i>Artworks per page</i>
1 individual page		
6 + 2 (6 pages contents + 1 or 2 pages cover)		
12 + 2 (12 pages contents + 1 or 2 pages cover)		

9. ELECTRONIC AND PRINT INVITATION CARDS AND ENVELOPES

<i>Size in inches</i>	<i>Pages</i>	<i>Creation Fees</i>	<i>Artworks</i>
Up to 8.27 x 11.69	1 sided		
Up to 8.27 x 11.69	2 sided		
American format envelope	2 sided		
Open format envelope	2 sided		

10. CERTIFICATE, NOTEPAD, FORM, REGISTRATION FORM, ETC.

<i>Size in inches</i>	<i>Pages</i>	<i>Creation Fees</i>	<i>Artworks</i>
Up to 8.27 x 11.69	1		
Above 8.27 x 11.69	1		
Notepad (A5)	50		

11. CREATION OF LOGOS AND GRAPHIC STANDARDS

<i>Type</i>	<i>Creation and Artwork Fees</i>	<i>Logo reproduction Fees (including redrawing and artwork fees)</i>
Level 1: typographical only		
Level 2: typo + light symbol		
Level 3: logo + graphic standards		

12. CREATION OF GRAPHS/CHARTS

<i>Type</i>	<i>Unit</i>	<i>Creation and Artwork Fees</i>
Small type (up to 3 legend)	1	
Complex type (above 3)	1	

13. CREATION OF TABLES

<i>Type</i>	<i>Unit</i>	<i>Creation and Artwork Fees</i>
Complex type (more than 5 columns)	1	

14. CREATION OF SOCIAL MEDIA POSTS (photos + typo)

<i>Size in inches</i>	<i>Unit</i>	<i>Creation and Artwork Fees</i>
open	1	

15. HAND RENDERED ILLUSTRATIONS OR DIAGRAMS

<i>Per illustration</i>	<i>Size in inches</i>	<i>Simple type Creation and Artwork</i>			<i>Complex type Creation and Artwork</i>		
		<i>Category A</i>	<i>Category B</i>	<i>Category C</i>	<i>Category A</i>	<i>Category B</i>	<i>Category C</i>
1 illustration	open						

Category A (simple type): 2D Illustration with single posture

Category B (simple type): 2D Illustration with multiple postures (example: child on a bicycle, child reading a book)

Category C (simple type): 2D illustration with multiple postures and 2D setting

Category A (complex type): 2D&3D Illustration with single posture

Category B (complex type): 2D&3D Illustration with multiple postures (example: child on a bicycle, child reading a book)

Category C (complex type): 2D&3D illustration with multiple postures and 2D&3D setting

16. COMPUTER-GENERATED DIAGRAMS/GIFs/DIGITAL BANNERS/SOCIAL MEDIA POST DESIGNS

Per illustration or gif	Size in inches	Creation and Artwork Fees
1 illustration/gif	open	

17. DESIGN OF THE GRAPHICS FOR VIDEOS

Per screen	Size – ratio	Creation and Artwork Fees
	16:9	

18. DESIGN OF MERCHANDISE

Per item	Size	Creation and Artwork Fees
T-shirt	Standard men and women sizes	
Cotton bag	open	
Cap	standard	

ote following points related to concept, design and prepress reference price list:

1. CREATION FEES:

- ✓ “Creation Fee” means that one-time creation fee given at the beginning of the work and it means creating something from the scratch.
- ✓ Comprises of *time cost for graphic research which includes but not limited to design, layout and finalise a dummy* according to UNICEF brief
- ✓ The dummy and the final sample of the design should be printed on high quality color printer, i.e. inkjet or laser. **This applies to all items in the concept and design reference list.**
- ✓ For all items cost of creation fees are inclusive of three alternate sample designs, in case of books this will imply both for cover and inner.
- ✓ Creation fees will not be applicable for repetitive works with minor changes.
- ✓ In case of applying same design for multiple items (i.e. for English and Montenegrin versions, etc.) full creation fees will be applicable for **one item**. For the other items, for each case, 50% of the creation fees will be applicable.

2. ARTWORKS:

- ✓ Represent the **time cost for output per page** involved in finalizing through Desktop Publishing software. **This applies to all items in the concept and design reference list.**
- ✓ “Artworks/Page layout per page” means doing the artworks and page layout of the stated works and given as per the number of pages the designer works on. Please note that this will be added on top of the “creation fee”.
- ✓ Cost of artwork per page also includes conversion of low (for Web) & high-resolution PDF (press quality).

Finally, at the end of every single design as deliverables assigned agency will be responsible to provide the final approved dummy/proof, editable soft copy of the design on CD/USB with all link files (if applicable), high resolution print-ready PDF version with print specification, as well as lower resolution PDF version for Web.