

# STYLE Campaign

## Replacements professional services estimate

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## Contact

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# 1: Introduction

Style Campaign is an email creative company, specializing in mobile email optimization. Replacements desires to receive certain services identified in this estimate.

## 2: Professional Services, Deliverables and Timing

Style Campaign will provide the following Professional Services in order to launch the email templates listed in the Deliverables section (2B):

### A: Professional Services

- 1) Redesign existing creative to be mobile friendly
- 2) HTML coding
- 3) QA in device lab to ensure rendering across major mobile browsers.

### B: Deliverables

- 1) One 'Master' responsive template containing all six modules, delivered as HTML with supporting assets.

### C: Timeline

Total estimated time required to successfully complete the deliverables is two weeks. One week for the first draft containing all the modules. Once we have final design approval, it will go to code and QA for one more week.

The template will get two review cycles: initial review and final review. Client is expected to respond with list of feedback/changes within 72hrs, from the time each template design is submitted for review.

## 3: Joint Accountabilities

Customer will be responsible for providing:

- 1) Creative assets including images, logos and copy.
- 2) Feedback and approvals in a timely manner, in accordance with production schedules

Style Campaign will be responsible for:

- 1) Deliverables listed above in Section 2B
- 2) Adhering to all schedules, providing updates and progress reports upon request

## 4: Fees

Below is the estimate for each Deliverable. Client will be notified if any single deliverable is anticipated to go over estimate.

Transactional template (6 modules)	No.	Cost
Header	1	\$500
Top navigation	2	\$500
Primary messaging (block of copy)	3	\$500
Action bar – social links	4	\$500
Call us	5	\$500
Footer	6	\$500

Service	Hours	Cost
Production management (preparing documentation, light consulting and calls).	5	\$500

- Total \$3,500

Payment is due within 30 days of invoice date.

## Module breakdown from existing creative:

The six new modules will be a redesign of the transactional email below. Though employing responsive email techniques.



Kraig Kaizumi:

This is an automated response to let you know that we have received your pattern identification request. You can expect a reply within 5 business days.

Please let us know if we can help you further with any of your china, crystal, silver, or collectibles needs.

Research Department  
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