

Estimate

Ima Bigdiehl
Bigdiehl Advertising
Madison Ave.
New York, NY

Friday, October 15, 2004
Estimate #2500

Prepared for Ima Bigdiehl
Regarding Merck Ad

Quote is for one photograph of a mother and daughter in a back yard or park in Rochester, NY area, as per your layout. (Layout shows mother in her 30's and girl 4 or 5 years old with minimal outdoor background.) Job to be shot and delivered digitally. Digital Production Charge includes no more than 2 finished files delivered on CD with guide print. Model fees to be negotiated and paid by agency. Ad advance to cover expenses is required to book assignment. Payment of fees grants Merck Pharmaceuticals advertising usage limited to an insert, 1/4 page or less, in a full page ad, to run inside the back cover of the AARP Bulletin with not more than 12 insertions, for no longer than one year.

Fees

Photographic Services	1,500.00
Usage Fees	2,000.00
Location Scouting & Casting	2,500.00
	6,000.00

Expenses

Assistants	500.00
Stylists	500.00
Digital Production Charges	550.00
Miscellaneous Expenses	500.00
Sets, Props, and Wardrobe	500.00
Delivery Charges	25.00
	2,575.00

Total Estimated Fees and Expenses	\$ 8,575.00
--	--------------------

This estimate is valid for 30 days from the date of issue. Actual amounts are subject to a normal trade variance of 10%. Fees and expenses quoted in this estimate are for the original layout and job description only and for the uses specified.