



Date	12/07/2022
Customer	HM Government &Public Sector
Customer Campaign Manager	TBC
Brand	DIT
Campaign	UKEF
Media	Multiple, retouch, press, online video, social
Tag Manager	Text Redacted
Tag MCID/Job Number	TBC

Description
<p>Brief: Estimation across multiple delivery types for DIT for multiple delivery types</p> <p>Creative route: 1 routes Adult and Employers</p> <p>Adapts: Various across digital, print and moving image</p> <p>Caveats: Master costs based on all creatives being used across the campaign Resizing costs based on resizing will be required for each delivewry first adaptation from the master Please note all costs subject to change following updates to brief and or media plan</p> <p>Below costs are for 1 x production master (25x4) and then adaptations of all other deliveries. Publications are: Metro National, Mirror NI, Essex Chronicle, Reach Package Scotland (Weekly 48 publications, Daily 3 publications), Reach Package West Country (20 publications), Reach Package Wales (Weekly 10 publications, Daily 1 publication). Combined volume of adaptations 84.</p> <p>Video filing costs are based on remote recordings of country heads - costs do not include any location shooting. Video filing costs include replacing footage from existing brief with new footage.</p>

Export Finance various					
Item	Details	Qty	Units	Unit Price (£)	Sub Total (£)
Background change PM time	Retouching pre-captured models on to new background shots. 20 models and 20 new locations. All models already captured and cut out on green scxreen background.	6	Hours	Text Redacted	
Background change RT time	Retouching pre-captured models on to new background shots. 4 models and 4 new locations. All models already captured and cut out on green screen background.	30	Hours		
Press Advert Masterr construction	Press Master single page. Production construction from supplied lo res KV	3	Item		
Press Advert Masterr construction	Press Adapts single page. Production adaptation from Tag generated Masters.	9	Item		
Online video Master for programmatic media	Amendment of existing video format with new supplied video content	3	Item		
Online video resizing for programmatic media	Resizing of Tag created masters	2	Item		
LinkedIn static Masters	Master statics across 13 images	1	Item		
LinkedIn static Adapts	Adaptation of existing master with new imagery	17	Item		
LinkedIn Sponsored static master	Master statics across 1 images	1	Item		
LinkedIn Sponsored static Adapts	Adaptation of existing master with new imagery	2	Item		
Desktop sublime skin master	New version of existing sakin layout	1	Item		
Video filiming and editing	Editor	20	Hours		
	Producer	8	Hours		
	VO	2	Hours		
	Encode of Delivery File (spec required for delivery partner/ Station / Media agency / digital platform)	1	Item		

Terms
See https://www.tagwww.com/terms-of-business for terms and conditions



new **tag.**
new **possibilities.**

Estimate

Wednesday, 31 August 2022

Project Name: UKEF Country managers location shoot

Client Name: Text Redacted

Client Contact:

Client Email:

Tag Contact:

Tag Reference:

Tag Email:

Text Redacted

Project Details:

1 x corporate portrait photographer to drive to Leeds, without assistant, set up using own kit.

Hire of local studio in Leeds for half day

Hire of local make up artist for grooming only

Travel allowance for photographer and producer only

Sustenance for photographer, make up artist only

Salaries Production

Studio unit

Studio rental & costs

Location travel & accommodation

Insurance

Production company fee

Producer

Additional Items

Please note this estimate is valid for 30 days from date of client receipt and is subject to changes once the work has been fully fielded. All prices exclude VAT

Units	Cost Per Unit	Total
Text Redacted		
Sub-Total		Text Redacted
Grand Total		

Terms and Conditions

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For and on behalf of the Agency:		For and on behalf of the Client:	
Signature:	Text Redacted	Signature:	Text Redacted
Name:		Name:	
Role:		Role:	
Date:	19/01/23	Date:	19/1/2023