



Estimate

From

CO-OP Advertising

WE'VE MOVED!

Please note our new mailing address:

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Estimate For

TRADER CORPORATION

405 The West Mall
Etobicoke, ON M9C 5J1
(416) 784-5200

Estimate Id

600071

Issue Date

11/11/2020

Subject

2021 Best Priced Dealer Award Trophies (EN + FR)

Item Type	Description	Quantity	Unit Price	Amount
Production	Trophy Production and Storage Custom autoTRADER.ca Best Priced Dealer Award Trophies based on an existing design with two colours (@ 400 units, English and French, quantities to be determined). Pricing is inclusive of storage and shipping from manufacturer to storage space	400.00	\$44.43 CAD	\$17,772.00 CAD
Production	Packing Materials Packaging material for up to 400 award kits including: high-quality white gloss mailer boxes, custom autoTRADER.ca and autoHEBDO.net badge stickers, red crinkle packaging, and poster tubes	1.00	\$4,524.00 CAD	\$4,524.00 CAD

Subtotal **\$22,296.00 CAD**

Tax (13%) **\$2,898.48 CAD**

Estimate Total \$25,194.48 CAD

Notes

GENERAL PROJECT ASSUMPTIONS

The Scope, Estimated Timeline, and Estimated Budget are based on information reviewed between CO-OP ADVERTISING and the CLIENT. The total cost above is based solely on the creative output of CO-OP ADVERTISING and may or may not reflect the additional production costs acquired for video, photography, or print (unless listed). CO-OP ADVERTISING will provide a separate estimate and scope of work for production of these assets if necessary. Every effort has been made by CO-OP ADVERTISING to ensure that the information provided within this document is accurate. CO-OP ADVERTISING reserves the right to assess the impact of changes and, should any changes materially affect the Deliverables, submit a Change Request to modify any of the following: Scope, Estimated Timeline or Estimated Budget. The CLIENT gives full permission to CO-OP ADVERTISING concerning the use of any relevant imagery and company logos.

BUDGET

Project will be billed with 50% of the total cost upon approval, with the remaining 50% being billed upon completion. Budget assumes concepts will be approved with minimal revisions. CO-OP ADVERTISING shall have the right to apply a +/-10% contingency fee to all project rates.

CLIENT RESPONSIBILITIES

The CLIENT will establish a single point of contact. All decisions including approvals and scope changes will be made through this individual. Final written acceptance from the CLIENT is generally due within 1 day of each deliverable submission; further delays may result in additional costs and delayed time scales. This will be built into the project plan. CO-OP ADVERTISING will have access to any existing documentation pertaining to this project or related projects. Legal approvals will be managed by The CLIENT - legal fees are not included within this estimate. Projects extended beyond time within approved project plan will be reviewed for scope.

Once approved this estimate is considered an amendment to your Client or Master Services Agreement "EXHIBIT A - Statement of Work & Estimates" and will fall under all other terms as listed.