Price Narrative

Ormsby &
Thickstun
Interpretive
Design

This price sheet figures all the costs for an interpretive panel or group of panels. This worksheet allows for variations in amount of labor needed, quantity and size, and results in consistent pricing.

PAGES 1-3 -

The first three pages list unit cost per square foot, based on thickness, overall square footage and quantity. The three pages are divided into GSA prices, Most Favored Customer and Retail. I currently only post the Retail and MFC prices on my website. The prices listed for GSA are the cost to me, and are not marked up. All GSA prices are a 20% discount.

PAGE 4 -

After you enter your unit cost figures the panel cost (from first pages), the form figures the panel cost. GSA Discount 20%

Volume Discounts:

over 15 signs -10% over 20 signs - 15%

Conditions for discount:

a. Signs must be ordered at the same timeb. Review and approval of proofs must happen at same timec. Manufacturing is to take place at same time for all signs on order

d. All signs ship to single location as complete shipment

Because some of the costs occur on an order only once, like setup, this complicated form makes that addition possible. Start up is a one time fee; proof occurs for each panel. At the end of the materials, a 12% markup is added.

fax: 520-616-6143 PAGE 5 Labor, or 366 11, is figured on the fifth page. The categories of labor, or amount needed on signs, is explained at top, so hours can be estimated. The labor receives no markup, and cost of labor is reduced for retail customers from \$75 retail to \$56.25 for GSA. All labor to GSA gets a 25% discount. Quantity: 7% for over 15 signs;

and 12% over 20 signs on labor

www.ormsbythickstun.com

P.O. Box 340 21351 W. Silverbell Rd.

Marana, AZ 85653

520-616-6140

Ornaby and	2017 PREFERRED CUSTOMER/MFC 404110917	
Thickston	RETAIL PRICE SHEET	
Interpretive		
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Ormsby and Thickstun	6287/2017 366 11 SIGNAGE MA	TERIAL:		
Interpretive Design	MATERIALS FOR SIGN	ONE OF ORDER:		
	Total square footage of sign:			
	Panel thickness]		
	Cost per square feet for pands	for that also and quantity:		(FROM PRICE LIST)
1.0. 8 = 100	Sign cont:		\$0.00	(THIS FEE IS FOR FIRST SIGN ONLY: ADDITIONAL SIGNS ADD ON PART 2)
2020 W. Davidsof Ma. Million, A.2 (1940)	Plus setup for:	\$150	\$150.00	
100418-0140	Plus cente:	\$45	\$45.00	
10-10040-010	Paper proof:	\$60	\$80.00	
ebilden die en	Lab proof:	\$25	\$25.00	
a an arrightich, and	TOTAL for first sign		1	280.00
	Part 2: ADDITIONAL	SIGNS:		
	Number of signs x Sign	Cost above	0	
	Number of signs x \$60 each fo	re paper prosfi:	0	
	Additional for crate, \$20 per r	umber of signs	0	
	Subtotak		\$0.00	
	Plus 15% markup:		0	
	Total for all panels:		0	

366 90 LABOR:	6042/01/7	
Estimated number of hours to a		
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	r akonching layous, uning provided text and visuals, crease a simple map. (If plotnis BAGE for all a balance of complex and simple designs can be accomplished.)	44
60 to 120 hours for pl	hobites drowing, e reconcernation of est archeological rite, e acteory of e military install instaing, developing complex image with input from experte, rough dealer of image I dealgo, digital proofs and outputting to PDF to IZone speca.	
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Ormsby and Thickstun Interpretive Design

2017 BASE RETAIL PRICE SHEET for IZone panels thru O&T

1/8 THICK PANELS/ CHPL 1/8" XT

1	6 square feet	\$40 sq. ft.
15	-	35.00
20		32.50

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1/2 THICK PANELS/ CHPL 1/2" XT

1	6 square feet	66.25
15		57.20
20		53,75
1	12 square feet	57,50
15	-	51.25
20		45.00
1	15 square feet	57,50
15	-	51.50
20		45.00

Note: these are base material prices and does not include the shipping, crate, proofs, labor, or setup fee.

Ormsby and Thickstun Interpretive Design

2017 PREFERRED CUSTOMER/MFC RETAIL PRICE SHEET for IZone panels thru O&T

1/8 THICK PANELS/ CHPL 1/8" XT

1	6 square feet	\$38.40 sq. ft.
15	_	\$33.60
20		\$31.20

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 520-616-6140
 1 / 2 THICK PANELS / CHPL 1 / 2" XT

 fax: 520-616-6143
 1 6 square feet
 \$63.60

 15
 55.20

 cthickstun@aol.com
 20
 51.60

www.ormsbythickstun.com

15		55,20
20		51.60
1	12 square feet	55.20
15	-	49.20
20		43.20
1	15 square feet	55,20
15	-	49.20
20		43.20

Note: these are base material prices and does not include the shipping, crate, proofs, labor, or setup fee.

Ormsby and Thickstun Interpretive Design

2017 GSA PRICE SHEET for IZone panels thru O&T

1/8 THICK PANELS

1	6 square feet	\$32 sq. ft.
15	-	28.00
20		26.00

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1/2 THIC	K PANELS
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1	6 square feet	53.00
15	-	46.00
20		43.00
1	12 square feet	46.00
15	-	41.00
20		36.00
1	15 square feet	46.00
15		41.00
20		36.00

Note: these are base material prices and does not include the shipping, crate, proofs, labor, or setup fee.

Ormsby and Thickstun	366 11 SIGNAGE MATERIAL:					
Interpretive Design	MATERIALS FOR SIGN ONE OF ORDER:					
	Total square footage of sign:					
	Panel thickness:					
	Cost per square feet for panels for that	size and quantity:		(FROM PRICE LIST)		
P.O. Box 340	Sign cost:			(THIS FEE IS FOR FIRST SIGN ONLY: ADDITIONAL SIGNS ADD ON PART 2)		
21351 W. Silverbell Rd. Marana, AZ 85653	Plus setup fee: \$1	50				
520-616-6140	Plus crate: \$4	45				
fax: 520-616-6143	Paper proof: \$	60				
cthickstun@aol.com lrormsby@aol.com	Lab proof: \$2	25				
www.ormsbythickstun.com	TOTAL for first sign					

Part 2: ADDITIONAL SIGNS:

Total for all panels:

Number of signs x Sign Cost above:	
Number of signs x \$60 each for paper proofs:	
Additional for crate, \$20 per number of signs:	
Subtotal:	
Plus 12% markup:	

366 11 LABOR:

Discount: 7% for over 15 signs; and 12% over 20 signs on labor. Estimated number of hours to complete an interpretive panel:

SIMPLE: **2 hours** for opening file, upgrading to current software, outputting to PDF to IZone specs. (*For a reprint from a file needing no changes.*)

MINOR CHANGES: **4 hours** for making text or map changes on file, ripping pdf for proof and checking, then outputting to PDF to IZone specs.

AVERAGE: **12 hours** for sketching layout, using provided text and visuals, create a simple map. (*If planning a group of panels, if you use AVERAGE for all, a balance of complex and simple designs can be accomplished.*)

COMPLEX: (*A multi-species habitat drawing, a reconstruction of an archeological site, a cutaway of a military installation*) **60 to 120 hours** for planning, developing complex image with input from experts, rough drafts of image in process, final rendered image and design, digital proofs and outputting to PDF to IZone specs.

PANEL #]	
Enter estimated	hours for design: hours		
Select Hourly r	ate:	Panel design & illustration labor	
Fee for writer or editor	(\$375 per panel): YES		
Total labor:			
IFF fee (0.007):		

Total 366 11 for panel: