

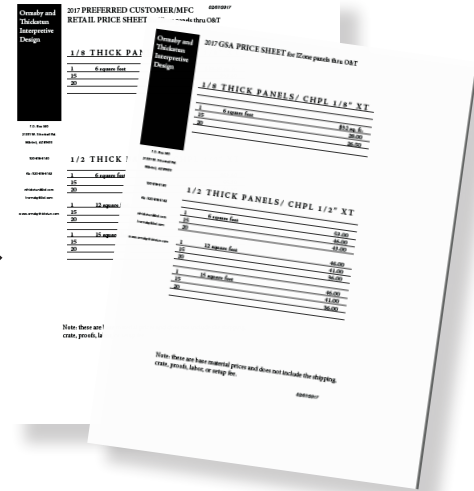
# Ormsby & Thickstun Interpretive Design

## Price Narrative

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:

- Signs must be ordered at the same time
- Review and approval of proofs must happen at same time
- Manufacturing is to take place at same time for all signs on order
- All signs ship to single location as complete shipment

Ormsby and Thickstun Interpretive Design

366 11 SIGNAGE MATERIAL:

MATERIALS FOR SIGN ONE OF ORDER:

Total square footage of sign:

Panel thickness:

Cost per square foot for panels for that size and quantity:  (FROM PRICE LIST)

Sign cost:  (\$0.00) (THIS FEE IS FOR FIRST SIGN ONLY; ADDITIONAL SIGNS ADD ON PART 2)

Plus setup fee: \$150  (\$150.00)

Plus center: \$45  (\$45.00)

Paper proofs: \$60  (\$60.00)

Lab proofs: \$25  (\$25.00)

TOTAL for first sign: \$280.00

Part 2: ADDITIONAL SIGNS:

Number of signs x Sign Cost above:  (0)

Number of signs x \$60 each for paper proofs:  (0)

Additional for crew, \$20 per number of signs:  (0)

Subtotal:  (\$0.00)

Plus 15% markup:  (0)

Total for all panels:  (0)

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.

### 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

366 90 LABOR:

Estimated number of hours to complete an interpretive panel:

SIMPLE: 2 hours for opening file, uploading to 2017 software, outputting to PDF in EZsign space. (For a report from a file reading to design.)

MINOR CHANGES: 4 hours for making text or map changes on file, clipping pdf for proof and checking, then outputting to PDF in EZsign space.

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

COMPLEX: (A multi-epoch habitat drawing, a reconstruction of an archaeological site, a map of a military installation) 60 to 120 hours for plotting, developing complex maps with input from experts, rough drafts of maps in person, final rendered image and design, digital proofs and outputting to PDF in EZsign space.

PANEL #

Enter estimated hours for design:  hours

Select hourly rate:  Panel design & illustration labor:  (\$0.00)

Fee for writer or editor (\$375 per panel): YES

Total labor:  (\$0.00)

IFF fee (0.0075):  (\$0.00)

Total 366 90 for panel:  (\$0.00)

P.O. Box 340

21351 W. Silverbell Rd.

Marana, AZ 85653

520-616-6140

fax: 520-616-6143

cthickstun@aol.com

lirmsby@aol.com

www.ormsbythickstun.com

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

<b>1</b>	<b>6 square feet</b>	<b>\$40 sq. ft.</b>
<b>15</b>		<b>35.00</b>
<b>20</b>		<b>32.50</b>

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

<b>1</b>	<b>6 square feet</b>	<b>66.25</b>
<b>15</b>		<b>57.20</b>
<b>20</b>		<b>53.75</b>

<b>1</b>	<b>12 square feet</b>	<b>57.50</b>
<b>15</b>		<b>51.25</b>
<b>20</b>		<b>45.00</b>

<b>1</b>	<b>15 square feet</b>	<b>57.50</b>
<b>15</b>		<b>51.50</b>
<b>20</b>		<b>45.00</b>

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

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

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

<b>1</b>	<b>6 square feet</b>	<b>\$38.40 sq. ft.</b>
<b>15</b>		<b>\$33.60</b>
<b>20</b>		<b>\$31.20</b>

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

<b>1</b>	<b>6 square feet</b>	<b>\$63.60</b>
<b>15</b>		<b>55.20</b>
<b>20</b>		<b>51.60</b>

<b>1</b>	<b>12 square feet</b>	<b>55.20</b>
<b>15</b>		<b>49.20</b>
<b>20</b>		<b>43.20</b>

<b>1</b>	<b>15 square feet</b>	<b>55.20</b>
<b>15</b>		<b>49.20</b>
<b>20</b>		<b>43.20</b>

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

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**1 / 8 THICK PANELS**

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<b>1</b>	<b>6 square feet</b>	<b>\$32 sq. ft.</b>
<b>15</b>		<b>28.00</b>
<b>20</b>		<b>26.00</b>

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**1 / 2 THICK PANELS**

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<b>1</b>	<b>6 square feet</b>	<b>53.00</b>
<b>15</b>		<b>46.00</b>
<b>20</b>		<b>43.00</b>

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<b>1</b>	<b>12 square feet</b>	<b>46.00</b>
<b>15</b>		<b>41.00</b>
<b>20</b>		<b>36.00</b>

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<b>1</b>	<b>15 square feet</b>	<b>46.00</b>
<b>15</b>		<b>41.00</b>
<b>20</b>		<b>36.00</b>

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

**366 11 SIGNAGE MATERIAL:**

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)

Sign cost:

(THIS FEE IS FOR FIRST SIGN ONLY; ADDITIONAL SIGNS ADD ON PART 2)

Plus setup fee: \$150

Plus crate: \$45

Paper proof: \$60

Lab proof: \$25

TOTAL for first sign

**Part 2: ADDITIONAL SIGNS:**

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:

**Total for all panels:**

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**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 rate:

Panel design & illustration labor

Fee for writer or editor (\$375 per panel): YES

Total labor:

IFF fee (0.0075):

**Total 366 11 for panel:**