

AREA AGENCY ON AGING OF PASCO-PINELLAS INC

Estimated Costs of Agency Rebranding

	Quantity	Unit Cost	Total Cost
Business Cards for 65 Staff (550 per Staff Member) Pack of 500 Business Cards - \$22.00/Pack Pack of 250 Business Cards - \$20.00/Pack Pack of 100 Business Cards - \$17.00/Pack	75	\$ 23.76	\$ 1,782.00
Logo Envelopes (per 1000 prints) 9 ½ x 4 1/8 (White envelope with colored logo) 6½ x 9 ½ (Brown envelope with black logo) 6 x 9 (White envelope with black logo) 12 x 9 (Brown envelope with black logo) 13 x 10 (Brown envelope with black logo)	1000 1000 1000 1000 1000	\$ 0.49 \$ 0.35 \$ 0.25 \$ 0.65 \$ 0.50	\$ 486.00 \$ 345.60 \$ 248.40 \$ 648.00 \$ 496.80
Tri Panels	4	\$ 162.00	\$ 648.00
Magnetic Name Badges 75 Staff, 19 Board Members, 17 Advisory Council Members (\$6.97 each per 100 tags)	111	\$ 7.53	\$ 835.56
Retractable Banners (6'x3')	4	\$ 236.52	\$ 946.08
Website Redesign			\$5,000
Agency Tri Fold Brochures	1000	\$ 0.64	\$ 637.20
Cost of Rebranding Consultant			Unknown
Logo Redesign			\$ 1,000.00
Legal costs associated with DBA			\$ 1,000.00
Total Estimated Budget Costs			\$ 14,073.64