

# Sample Invoice for Illustration led Animation

The client has is looking to commission illustration led animation for a campaign called “The Long Journey”. They want to use static illustrations as well as animations in their campaign. They have a budget of £3,000.

This document shows how you can quote accurately, noting the licensing requirements for illustration, and then meet their budget requirements.

Any stated figures are illustrative and are not intended to guide pricing.

## EXAMPLE QUOTE

### Company Name

Contact details, VAT and bank details

### Client name

Contact details  
Estimate Number  
Job  
Date

### Quotation

#### Description

*Summarise the whole project – eg*

“The Long Journey” A Print and Animation campaign with illustrations by AJ Illustrator.

### Fees – Illustration

1. ILLUSTRATION PRODUCTION	Cost
<i>Detail agreed static images –eg:</i> 1x static master image <i>To include 2 rounds of consolidated amends</i>	£XX
Adapted version for use on logo <i>To include 1 round of consolidated amends</i>	£XX

ILLUSTRATION RIGHTS AND USAGE	Cost
<i>Detail the licence for illustration eg:</i> <b>Rights to use:</b> No of images: x3 static executions Media / Usage: Print, online and digital excluding TV Territory: Globally excluding USA.	

Duration: One year

*What you are licensing eg:*

**Images:**

For static use (inc. 2 adaptations)	£XX
Illustration use for Digital Out Of Home (DOOH)	£XX
Illustration use for social films	£XX

## Fees – Animation

### 2. ANIMATION PRODUCTION

*Detail what is agreed – eg:*

10 secs animation with 2 x adaptations.

*Detail rights included in the production fees– e.g:*

Media: Social media, online and Digital Out Of Home (DOOH)

Territory: Globally excluding USA.

Duration: One year

Pre Production	Days	Rate	Cost
Design	2	£X	£XX
Story board	1	£X	£XX
Animac	1	£X	£XX

Production Salaries	Days	Rate	Cost
Director Fee	5	£X	£XX
Producer	5	£X	£XX
Production Assistant	5	£X	£XX
Key Animator	15	£X	£XX
Assistant Animator	20	£X	£XX
After Effects	2	£X	£XX

Post Production	Days	Rate	Cost
Editor days	3	£X	£XX
Final cut days	3	£X	£XX
Compositing	2	£X	£XX
Grade	1	£X	£XX

### OTHER COSTS

Insurance @ X% of budget	£XX
Misc incl. After hours costs, couriers etc	£XX

### TOTAL

<b>Total</b> (total £in Cost column)	<b>e.g £5,000</b>
<b>REDUCTIONS</b>	
Optional reduction applied to meet clients budget	e.g. £2,000
<b>GRAND TOTAL</b>	
Grand Total (Total less reduction)	<b>£3,000</b> Exclusive of VAT

## Terms and Conditions

Your terms and conditions should be appended to this quote. You may wish to use the AOIs Acceptance of Commission Form.