

## Traffic Congestion Scrutiny Review

### Costings For Production of Survey & Distribution Via Your Ward / Your City

#### Residents Survey

Quantity: 90000 Copies  
 Description: Traffic management insert  
 Duo Office 100gsm  
 1/1 Black  
 A4 - A3 folded to A4  
 Gather, fold & insert into Your Ward

<b>Option 1:</b>	4 page (excluding VAT) =	£ 2279.00
<b>Option 2:</b>	6 page (excluding VAT) =	£ 5279.00

#### Design - By HBA graphics

Dependant on the final text:	Simple Layout	£350.00
	Not so simple	£500.00

Marketing & Communications could plain English the document for free but if it is near publication deadlines and they don't have the capacity it would have to be outsourced at a small charge.

#### Distribution

Additional costs over and above normal delivery costs due to additional weight etc is £2944.03

**Minimum Cost: Option 1 with simple layout, plus distribution = £5573.03**

**NB:** Need to consider method for returning completed surveys and any costs involved. For example, a 'FREEPOST' return address Costs would depend on the number of returns i.e.  
 30% returned = 27,000 @ 0.24p = £6,480.00