

Quotation

Client:

AstraZeneca

Project Name:

2023AZ女性疾病科普相关推文及长图文制作

Supplier Contact Information:

Effective Date:

报价	
Item	Cost
I. Creative	
Sub-total	¥65,460.00
II. Medical	
Sub-total	¥16,000.00
III. Staffing Fee	
Sub-total	¥11,500.00
Sub-total	¥92,960.00
TAX 6%	¥5,577.60
Total	¥98,537.60
Discounted Price (if have)	

Staffing Fee % of total cost

12.37%



Quotation

Client: AstraZeneca
Project Name: 2023AZ女性疾病科普相关推文及长图文制作
Supplier Contact Information:
Effective Date:

报价						
Item	Description	AZ Annual Rate (if have, list year)	Unit Price	Unit	Quantity	Amount
医学基长图文设计*5篇 (一篇预估6屏)						
手绘长图文 (中等)	含单个手绘人物手绘物形象设计+场景设计/多个人物设计	2021	2,000.00	屏	6	12,000
					Total:	¥12,000.00
					5篇Sub-total	¥60,000.00
医学基长图文头图海报设计*5张						
海报(new work)	根据已有KV进行设计、排版、完稿, 尺寸60CM*90CM	2021	1,000.00	张	1	1,000
					Total:	¥1,000.00
					5张Sub-total	¥5,000.00
医学基系列长图文推广Slogan						
活动Slogan (new work)	文案撰写	2021	460.00	条	1	460
					Total:	¥460.00
					Sub-total	¥65,460.00

Quotation

Client:

AstraZeneca

Project Name:

2023AZ女性疾病科普相关推文及长图文制作

Supplier Contact Information:

Effective Date:

Item	Description	AZ Annual Rate (if have, list year)	Unit Price	Unit	Quantity	Amount
医学普长图文文案撰写*5篇 (一篇预估4页)						
Newsletter内容撰写(new work)	包括医学编辑、适量文献检索、文案润色	2021	800.00	页	4	3,200
5篇Sub-total						¥16,000.00



Quotation

Client: AstraZeneca
Project Name: 2023 AZ 女性疾病科普相关推文及长图文制作
Supplier Contact Information:
Effective Date:

Item	Description	AZ Annual Rate (if have, list year)	Unit Price	Unit	Quantity	Amount
项目管理/人员管理						
Account Manager	适用于年度单项标准报价不涵盖的项目	2021	250	小时	30	7,500
Medical Manager			400	小时	10	4,000
					Sub-total	¥11,500.00

1
2
/