



ZOLTUN

We listen. We interpret. We create.

ESTIMATE

September 19, 2025

PREPARED FOR

AHN CME Deliverables

INTAKE COLLABORATION

\$400 – \$600

Initial collaboration between Zoltun and the CME team to determine best practices for submitting requests.

Could include:

- Marked up PDF from prior year
- New Word document “templates” clearly outlining each section’s content

ESTIMATES BY DELIVERABLE

Save the Date

CME Save the Date Postcard TOTAL:

\$400 – \$600

CME Save the Date Flyer TOTAL:

\$400 – \$600

Registration Brochure

CME Registration Trifold Brochure (NO Faculty Photos) TOTAL:

\$800 – \$1,000

CME Registration Trifold Brochure (WITH Faculty Photos) TOTAL:

\$1,100 – \$1,300

CME Registration 8–16 pg. Brochure (NO Faculty Photos) TOTAL:

\$1,000 – \$1,200

CME Registration 8–16 pg. Brochure (WITH Faculty Photos) TOTAL:

\$1,300 – \$1,450

Event Program

CME Event Program, 12–16 pg. (NO Faculty Photos, built from Registration Bro) TOTAL:

\$600 – \$800

CME Event Program, 12–16 pg. (WITH Faculty Photos, built from Registration Bro) TOTAL:

\$700 – \$800

CME Event Program, 12–16 pg. (NO Faculty Photos, NOT built from Registration Bro) TOTAL:

\$1,000 – \$1,200

CME Event Program, 12–16 pg. (WITH Faculty Photos, NOT built from Registration Bro) TOTAL:

\$1,100 – \$1,300

Event Signage

CME Welcome Sign TOTAL:

\$200 – \$250

CME Sponsor Thank you Sign TOTAL:

\$300 – \$350

(cont. on next page)



ESTIMATES INCLUDE:

- Project management
- Design layout using current templates layout per AHN Brand Standards
- New cover photo research, if requested
- Proofreading / editing
- 2 rounds of minor edits (Each additional round of edits - \$110/hour)
- Final PDFs, including print and web versions

ASSUMPTIONS:

- Requesters to use established Intake documents mentioned above
- Assets can be pulled from Highmark (Tonic) owned digital assessment management tool, The Vault, as needed, including previously purchased stock images, non-rights managed photography, icons, logos and disclaimers. Does not include access to rights managed photography (photography with expiration dates), new Getty images or Embrace illustrations.
- Requester to provide all faculty photos when submitting new request, if they are to be included (Zoltun can access some faculty photos via the Vault, if available)
- New stock photos can be licensed by Zoltun via Adobe Stock, at \$50 per photo (covers all deliverable for the specific event)
- Alternatively, the client can license stock photos on their end and provide the high-resolution image to Zoltun
- No print costs included, client to print
- All projects will be billed based on actual time, not estimated

NOTE: We may withdraw this estimate if it is not accepted within thirty (30) days.

