

RESOURCE ITEM – PROPOSED PROJECT COST ESTIMATES

1989 Conference Advisory Action

Each Conference Committee carefully considers their agenda items and strives to make their recommendations for Advisory Actions to the Conference at the policy level. To be more financially responsible, when a Conference Committee recommendation involves a substantial expenditure of money, an estimate of cost and its impact on the budget be part of that recommendation.

Background Note:

Costs are subject to change, particularly as they relate to print formats: the paper, and the corresponding printing & binding supply chains. The estimated costs provided are based on recent history. It is reasonable to expect that these estimates may increase, based on current industry-wide reporting, as much as 10-20% based on any given specific item's final specifications and the volume of the print run.

Here are some general ballpark ranges for consideration:

A. Books and Booklets

Revisions: Ranging from \$5,000 - \$20,000 total (for minimal edits, reformatting and proofreading in English, French and Spanish).

New book or booklet: Ranging from \$8,000 - \$15,000 total (for Writer, editing, proofreading (for basic text in English French and Spanish) to \$150,000 - \$250,000 total for a full new project: search for Writer, costs of audition text samples, contracting Writer, editing, proofreading and first printing of a first print run of the new book).

B. Video

Revisions: Ranging from \$500 - \$1,000 - \$25,000, based on length of video, extent of revision, and audio, graphic or animated nature of revision. Animated video revision (Americanization of an existing British narration, for example, plus French and Spanish translation) may cost total ballpark \$12- \$25,000, depending upon length.

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New Video: Ranging from short PSAs in 3 video lengths (\$45,000) to full-length videos (\$150,000) to animated video (\$70,000). Short video “spots” may depend on whether shot in-house or by a vendor.

C. Audiobook

Revisions: Depend on extent of revision. (Navajo Big Book correction cost ballpark total \$3,000)

New Audiobook: Ranging from \$25,000 - \$40,000. for professional studio recordings by English, French and Spanish narrators, proofing and edits.

D. Pamphlets

Revisions: Ranging from \$500 - \$3,000 for an all-text revamp and from \$1,500 - \$20,000 for an illustrated pamphlet taken through several iterations. Print costs range based upon distribution levels.

New Pamphlets: Ranging from \$4,000 - \$10,000. for Editorial, Creative, Translation and proofreading, depending on length. Print costs range greatly based on page counts, distribution level and whether the item may be stapled or glued.

Note: Pamphlets that are more than 32 pages incur notably higher print costs.

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76th General Service Conference Agenda Items**
That May Involve a Substantial Expenditure of Money

<u>Conference Committee</u>	<u>Agenda Item</u>	<u>Cost Estimate</u>
Corrections	Request to update the pamphlet “The A.A. Member-Medications & Other Drugs”	\$1,000- \$2,000
Finance	Request to create a Twelve Step study guide or workbook	\$100,000 - \$130,000
TX-AC	Adapt locally produced safety-related video service material for use by GSO	\$1,000 - \$3,000
Trustees	Produce an animated video based on the pamphlet “The Twelve Steps Illustrated”	\$25,000-\$40,000
Trustees	Produce an animated video based on the pamphlet “The Twelve Traditions Illustrated	\$35,000 -\$50,000
Public Information	Membership Survey	\$27,000 - \$30,000
Finance	Relocation of GSC (Outside Consultant fees)	\$60,000 - \$160,000

** Excludes ongoing projects currently reflected in approved budgets

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