



RATE SHEET FOR GRAPHIC DESIGN SERVICES

This rate sheet provides estimated rates per project charged at \$50.00 per hour. Project rates are based upon the time we typically take to complete a certain type of project. Please note that prices can vary depending on the scope of the project, the number of concept sketches required and the number of revision cycles. Each project has its own unique process. This will provide you with a "Design Agreement" stipulating your final one-time fee.

PRINT MEDIA

Advertising Design:

- Concept & layout\$600 - \$900
- Layout only (concept is provided)\$300- \$500

Annual reports: \$1,300 - \$2,500

Book/Catalogue Design:

- Cover Design Only\$600 - \$900
- Cover Design & Page Layout\$1,300 - \$3,250

Brochure Design: \$500 - \$1,000

Business System Design:

- Logo Design Starts at \$250
- Business Card layout only, logo provided \$200
- Business Card, Letterhead & Envelope Starts at \$500
- Presentation Folder Custom Logo & Web Site (static)\$350 - \$600



\$500

CD & DVD Design:

- Cover and Label Design..... \$650 - \$1,300
- Label Design Only\$350 - \$550

Catalog Design: \$1,300 - \$2,500

Direct Mail Piece:\$500 - \$750

Flyer Design:

- One-Page Layout..... \$250
- Two-Page Layout..... \$550
- Four-Page Layout \$750

Note Cards, thank-You Cards and invitations: \$300 - \$550

- Invitation Set (Save-The-Date, Invitation, RSVP Card & Envelope) \$600 - \$900

Postcard Design: \$500 - \$750

Poster Design: \$500 - \$750

Signage: (Window Signs & Promotional Banners):\$550 - \$1,300

ELECTRONIC DESIGN

Static Websites: Start at \$400

A static website is one that is made up of HTML pages and does not need a database (such as MySQL) to display its content. Static sites are typically informational sites that consist of pages like: Home, About Us, Contact, Our Services, FAQ, etc... These pages are usually rich in content and design.

The above price includes: Setting up Hosting and Custom Email, Custom Visual Design, Custom HTML, CSS, JavaScript as needed, Up to 20 Static Pages similar in visual design, One Submit form (typically a contact form to submit information to your e-mail). Static website pricing does not include Flash, DHTML (in other words Drop Down Navigation). Some features you wish to have on your website may be subject to additional costs. Make sure to discuss your requirements in detail with me.

Maintenance or Hourly Work:\$40 / Hour

For miscellaneous work, maintenance, or certain projects that are billed hourly, I charge \$40.00 per hour billed in half hour increments and for a minimum of one hour per request.

Shopping Carts:Typically \$2000 - \$6000 depending on the scope of the project

Custom PHP and MySQL (Dynamic Development):\$3,000

Shopping Carts, Blogs, Forums, Chat Rooms, Anything with search results, anything where customers or website administrators need to login.

Search Engine Optimization: Organic rankings

It is very important to note that getting ranked via SEO Organic Rankings is not guaranteed. It is almost always difficult and definitely time consuming. Please be cautious of anyone who says otherwise. I charge a one-time fee of \$3500 to setup my SEO strategies on your site and then a fee of \$1,300 is due when you start to show up on the first 3 pages of the 2 major search engines: Google and Yahoo.

Search Engine Optimization: Pay-Per Click

I typically charge \$300 per month to manage accounts which are spending less than \$1,000 on Google AdWords Pay-Per-Click Program. If you're planning on spending between \$1,000 and \$10,000, I typically charge \$600 per month.

HTML e-mail: \$350 - \$550

Flash Banner Ads: \$350 - \$550