

# let's build your brand together.

## special projects:

digital/social media graphics	-\$25+
up to 8.5x11 print	-\$100
11x17 and larger print	-\$250+
logos	-\$150
hourly projects	-\$50/hr

## solo mail:

5.5x11, 6x9 & 6x11	-\$100
8.5x11 fold over	-\$150
brand creation	-\$50/hr

## magazine:

up to ½ page	-\$50
full page	-\$125
cover design	-\$150

## valpak ads:

billed at \$25 per panel	
CP40	-\$25
CP44	-\$50
2FP40	-\$50
2FP44	-\$100
3FP40	-\$75
3FP44	-\$150

## revisions:

text changes only	-\$25
minimal layout change	-\$25
11x17 - minimal style rev	-\$50-75
11x17 - major style rev	-\$75-\$100

## rates include...

- design concept. one concept per customer / project. additional concepts are subject to full design fee.
- free text revisions up to the third proof.
- press quality pdf proofs

## revisions...

complimentary first/second revisions occur when there's a request to change colors, text, layout or graphics used in a design after the first or second proof. additional revisions are charged per proof. if additional revisions are requested after a fourth proof, a full re-design fee may be applied (*the original amount of the project*) in addition to any previous fees.

## example of a revision:

1. request for text or graphics to be moved around on a layout after the first proof.
2. request for a different color(s) to be used on background, text or otherwise after the first proof.
3. request for different graphics to be used after the first proof.

## how to avoid revisions:

a thorough creative brief or request that clearly defines what the client is trying to achieve with a project helps to deliver on expectations the first time around.

follow these 5 steps for a stress-free design process:

1. make sure to include all info needed when requesting project to be built. don't request design until you have all info in one place - graphics, text, logo, color scheme. multiple emails can cause info to get lost or omitted.
2. specify what type of color scheme you want to see in the design.
3. specify what type of graphic[s] you would like to see in the design.
4. decide and clearly describe the style envisioned. visuals/messages: how will visuals help convey the message? is there a certain visual style desired? are there visuals in place already, or do they need to be created? what similar messages are competitors using?
5. other details: list all deliverables and their formats/sizes along with timeline, schedule, and budget: when do things need to be done?

*this is the #1 way to avoid extra charges, inaccuracies and longer design time!*

## process steps:

1. **receipt:** you will be notified when your email has been received and your project is being processed.
2. **artist communication:** if there are questions or clarification needed while working on the design, you will be emailed.
3. **receiving completed proof:** within 24-48 hours or less you will receive a pdf proof of your design.
4. **revisions:** proof corrections and revisions should be submitted back through email and you will receive another pdf proof within 24 -48 hours.