



BUSINESS IDENTITY ...

CUSTOM LOGO:

Option 1: \$340

Parameters: Two initial concepts and three rounds of revisions.

Upon completion, client will receive two .jpg files ~ one in screen resolution (72 dpi) and one in print resolution (300 dpi).

Option 2: \$500

Parameters: Four initial concepts and four rounds of revisions.

Upon completion, client will receive .jpg files in color as well as grayscale ~ each in screen resolution (72 dpi) and each in print resolution (300 dpi).

Option 3: \$780

Parameters: Maximum of eight initial concepts and five rounds of revisions.

Upon completion, client will receive .jpg files in color as well as grayscale ~ each in screen resolution (72 dpi) and each in print resolution (300 dpi).

CUSTOM BUSINESS CARDS: \$100

(optional) electronic upload fee: \$40

Parameters: Maximum of three initial concepts and two rounds of revisions.

CUSTOM LETTERHEAD & ENVELOPE DESIGN: \$240

Parameters: Maximum of three initial concepts and two rounds of revisions.

FOR FACEBOOK ...

BRANDED QUOTE BACKGROUNDS:

Option 1: \$80

Parameters: six branded backgrounds, .png files provided upon completion

Option 2: \$240

Parameters: fifteen branded backgrounds, .png files provided upon completion

Option 3: \$400

Parameters: twenty-five branded backgrounds, .png files provided upon completion



BRANDED COVER IMAGES:

Option 1: \$40

Parameters: one custom branded cover image, no revisions, .png file provided upon completion.

Option 2: \$80

Parameters: two design concepts for custom branded cover image, one round of revisions, one final .png file provided upon completion.

Option 3: \$180

Parameters: four design concepts for custom branded cover image, two rounds of revisions, client's choice of three final .png files provided upon completion.

FOR THE WEB ...

CUSTOM WEB SITE, DESIGN ONLY: \$800

Parameters: Maximum of three initial concepts (home and interior page) and three rounds of revisions.

WEB SITE BANNER:

Option 1: \$200

Parameters: Two initial concepts and two rounds of revisions.
Upon completion, client will receive one .png file

Option 2: \$360

Parameters: Four initial concepts and three rounds of revisions.
Upon completion, client will receive one .png file

Option 3: \$480

Parameters: Six initial concepts and four rounds of revisions.
Upon completion, client will receive two .png files of top two favorite designs

CUSTOM OPT-IN BOX: \$180

Parameters: One concept and two rounds of revisions; jpg provided upon completion.

3D PRODUCT IMAGE: \$80

Parameters: One concept and one round of revisions; jpg provided upon completion.

CD IMAGE:

Option 1: \$120

Parameters: One concept and one round of revisions; jpg provided upon completion.

Option 2: \$200

Parameters: Two concepts and one round of revisions; jpg provided upon completion.



CUSTOM WEB SITE DESIGN, IMPLEMENTATION & FOLLOW THROUGH: call to discuss

PRODUCTS ...

CD COVERS:

- 4 panel front, 2 panel back: \$750
- 2 panel front, 2 panel back: \$600
- Parameters: Two concept and three rounds of revisions.
- Print-ready files provided according to printer's specifications.

BOOKS:

- COVER (front, back, spine): \$1,000 ... With Dust Jacket: \$1,500
- *in a series situation, the cost drops 50% for each cover in the series.
- Parameters: Maximum of four initial concepts and three rounds of revisions.
- Print-ready files provided according to printer's specifications.

INTERIOR LAYOUT (3 revisions)

- 100 to 200 pages: \$2,000
- 201 to 300 pages: \$3,500
- 301 to 400 pages: \$5,000

Parameters: Maximum of five rounds of revisions.

E-BOOK COVER:

Option 1: \$80

Parameters: one concept and one round of revisions; .jpg provided upon completion.

Option 2: \$160

Parameters: maximum of three initial concepts and two rounds of revisions; .jpg provided upon completion.

MARKETING ...

SPEAKER ONE SHEETS:

- 1 sided: \$320
- 2 sided: \$640

Parameters: Maximum of two initial concepts and four rounds of revisions.
Print-ready files provided according to printer's specifications.

TRI-FOLD BROCHURE: \$750

Parameters: One concept and three rounds of revisions.
Print-ready files provided according to printer's specifications.



2-SIDED POSTCARD: \$200

Parameters: One initial concept and two rounds of revisions.
Print-ready files provided according to printer's specifications.

FOR ANYTHING NOT LISTED HERE, MY HOURLY RATE APPLIES: \$80

Additional revisions can be added to any item but will be charged at my hourly rate.

On projects greater than \$500 a 50% (non-refundable) retainer invoice will be sent via email upon agreement of terms and prior to starting the project. A balance invoice will be sent upon completion.

On projects less than \$500 an invoice will be sent via email upon completion.

Final files will not be released until payment has been made.