















LOGO / PRINT DESIGN PRICING GUIDE

ITEM	DESCRIPTION	PRICE
LOGO 	Includes the following: - 4 sample designs (can choose only one) - Package includes usage rights, comps and style guide [8 to 10-hours time - price based on logo usage / \$100 per hour]	\$1,000 (6-8 samples) \$800 (3-4 samples)
LOGO PACKAGE 	Includes the following: - 4 logos, 2 Letterhead, 2 Envelope and 2 Business card samples - Package includes usage rights, comps and style guide [17-hours time - price based on logo usage]	\$1,700 (no style guide) \$2,500 (with style guide)
BUSINESS CARD 	Includes the following: - 2 sample designs (size: 3.5x2) - Artwork on CD and 2 color proofs [3-hours time]	\$300
ENVELOPE 	Includes the following: - 2 sample designs (#10 ENV. up to 9x12) - Artwork on CD and 2 color proofs [3-hours time]	\$300
LETTERHEAD 	Includes the following: - 2 sample designs (size: 8.5x11) - Artwork on CD and 2 color proofs [3-hours time]	\$300
POSTCARD 	Includes the following: - 2 sample designs - front and back (sizes: 4x6 or 6x9) - Artwork on CD and 2 color proofs [5-hours time]	\$500
BROCHURE / NEWSLETTER 	Includes the following: - 2 sample designs (sizes: 8.5x11 or 11x17) - Artwork on CD and 2 color proofs [8.5x11 = 15-hours time] or [11x17 = 25-hours time]	\$1,500 (8.5x11) \$2,500 (11x17)
FLYER (1-SIDE) 	Includes the following: - 2 sample designs (sizes: 4.5x8.5 or 8.5x11) - Artwork on CD and 2 color proofs [8-hours time and up]	\$800 +
BOOKLET 	Includes the following: - 1 sample design (sizes: 4.5x8.5 up to 8.5x11 folded) - Artwork on CD and 1 color proof per page [\$300 per page]	\$2,400 (8 pages) \$3,600 (12 pages) \$4,800 (16 pages)
MAGAZINE 	Includes the following: - 1 sample design (sizes: up to 8.5x11 folded) - Artwork on CD and 1 color proof per page [\$200 per page / plus time limit of 2 hrs. per page - over \$100 hr.]	\$6,400 (32 pages) \$7,200 (36 pages) \$8,000 (40 pages)
POSTER / LARGE FORMAT 	Includes the following: - 2 sample designs (sizes: up to 24X36, Trucks, Billboards, etc...) - Artwork on CD and 2 color proofs [8-hours time]	\$800 and up (TBD)
PRESENTATION FOLDER 	Includes the following: - 2 sample designs - Artwork on CD and 2 color proofs [8-hours time]	\$800
T-SHIRT 	Includes the following: - 2 sample design (sizes: up to 13X14) - Artwork on CD and 2 color proofs with separations [5-hours time]	\$500 and up \$1,000 (buy out) 3% (royalty fee)
HOURLY RATE 	Includes design, production, photo correction and more:	\$100 per hour