

# GRAPHIC DESIGN RATES

Thank you for your interest in **DIALO WEBSITE AND GRAPHIC DESIGNS**. We would appreciate the opportunity to design something for you.

## WE DESIGN FOR THE FOLLOWING

- ⇒ Business Cards
- ⇒ Brochures
- ⇒ Company Logos
- ⇒ Letterhead
- ⇒ Envelopes
- ⇒ Postcards
- ⇒ Flyers
- ⇒ Posters
- ⇒ Pocket Folders – call for quote
- ⇒ Invitations (Wedding, Save the Date, Baby Showers)
- ⇒ Announcements (Graduation)
- ⇒ Catalogs – call for quote
- ⇒ Manuals – call for quote
- ⇒ Newsletters – call for quote
- ⇒ Calendars – call for quote
- ⇒ Sticky Note (post it)
- ⇒ Mouse Pads
- ⇒ Banner ads
- ⇒ Tickets
- ⇒ Door Hangers
- ⇒ Thank You Cards
- ⇒ Folding Cards
- ⇒ Email Advertisements
- ⇒ Magazines – call for quote
- ⇒ Rack Cards
- ⇒ Company Note Pads
- ⇒ Carbon Copy Forms – call for quote
- ⇒ Menus – call for quote
- ⇒ Yard Signs – call for quote
- ⇒ Vinyl Banners
- ⇒ Stickers
- ⇒ Return Address Labels
- ⇒ T-shirts Designs – call for quote
- ⇒ Company Key Chains
- ⇒ Magnets – call for quote
- ⇒ Magnetic Car Signs – call for quote
- ⇒ Company Pens – call for quote
- ⇒ CD Covers and DVD Cover Layout – call for quote
- ⇒ And Much More!



# CURRENT DESIGN SPECIALS

**ALL DESIGN & PRINT PACKAGES ARE 10% OFF REGULAR ITEM PRICE**

## **CORPORATE IDENTITY PACKAGE** – Design and Printing included

- **\$1710 Package Price** (Regular cost \$1900)
- 1 – Text and Image Company [Logo](#)
- 1000 - 1 Side 12 pt Card Stock, Gloss Coat, [Business Cards](#)
- 500 – Company [Letterhead](#) – 70-lb, Smooth Finish Matte text paper, 92 brightness
- 500 – Company [Envelope](#) - #10, Smooth, bright white, 70-lb
- 500 – 8.5x11, One Fold - Company [Brochure](#)
- 500 – 4x6, 2 Side Company [Postcard](#)

## **MARKETING MATERIAL PACKAGE** – Design and Printing included

- **\$931.50 Package Price** (Regular cost \$1035)
- 500– 8.5x11 [One Sheet Flyer](#) – 100-lb, Gloss Coat
- 1000 – 2 Side 12 pt Card Stock, Gloss, [Business Cards](#)
- 100 – Company [Letterhead](#) – 70 lb, Smooth Finish Matte text paper, 92 brightness
- 500 – 4x6, 2 Side Company [Postcard](#)

## **SMALL BUSINESS IDENTITY PACKAGE** – Design and Printing included

- **\$806.40 Package Price** (Regular cost \$896)
- 1000 – 2 Side 12 pt Card Stock, Gloss, [Business Cards](#)
- 100 – Company [Letterhead](#) – 70 lb, Smooth Finish Matte text paper, 92 brightness
- 500 – 4x6, 2 Side Company [Postcard](#)
- 140 - Return [Address Labels](#)
- 10 - Company [Pens](#)
- 200 – Company [Magnets](#) – Thickness is 0.4mm

**PRICES GOOD UNTIL 3 / 31 / 2010**

## LOGOS

- Text and Image Logo: \$350.00
- Text only logo \$175

## BUSINESS CARDS – vertical or horizontal layout / one or two sided

- Custom layout: \$55.00 front of card
- Customer layout: \$40.00 back of card different image
- Customer layout: \$15.00 back of card same image

## BROCHURES – 8.5x11 or 11x17 / one fold or tri fold

- 8.5x11 One fold Layout – \$300
- 8.5x11 Tri fold Layout – \$360
- FOR THE 11X17 SIZE ADD AN ADDITIONAL \$50

## ONLINE BANNER ADS

- Banner ad 200x75 pixels - \$20
- Banner ad 234x60 pixels - \$25
- Banner ad 200x200 pixels - \$30
- Banner ad 392x10 pixels - \$35
- Banner ad 486x60 pixels - \$45
- Banner ad 500x200 pixels - \$50
- Banner ad 500x250 pixels - \$60

## POSTCARD , ANNOUNCEMENT CARD , FLYER DESIGN - 4x6, 4.25x5.5, 3.4x7, or – one side or two sides

- One side \$90
- Two sided – different image \$140

## POSTCARD , FLYER DESIGN , SMALL - 2.75x4.25 and 2x6 – one side or two sides

- One side \$60
- Two sided – different image \$110

## POSTCARD , FLYER DESIGN , LARGE – 4x9, 4x7, 5.5x8.5, 6x9 and 9x9 – one side or two sides

- One side \$99
- Two sided – different image \$150

## **DOOR HANGERS** – 3.5x8.5 or 4x9 / one side or two sided

- One side \$90
- Two sided – different image \$140

## **RACK CARDS** – 3.5x8.5 and 4x9 / one side or two sided

- One side \$80
- Two sided – different image \$130

## **TICKETS / COUPONS** – 2x6 or 2.75x4.25 / one side or two sided

- One side \$50
- Two sided – different image \$100

## **FLYERS** - 8.5x11 or 11x17 / one side or two sided

- 8.5x11 Layout - one side: \$150.00
- 8.5x11 Layout - two sided/different image: \$250
- 8.5x11 Layout - two sided/same image: \$160
- FOR THE 11X17 SIZE ADD AN ADDITIONAL \$50

## **LETTERHEAD**

- 8.5x11 Layout - one side \$150

## **ENVELOPES**

- One side \$125

## **VINYL BANNERS** – 2x4, 2x6, 2x8, 3x5, 3x6, 3x8, 4x4, 4x6, 4x8, 5x5 and 5x8 / one side or two sided

- One side \$70
- Two sided – different image \$120

## **POSTERS** – 8.5x22, 11x17, 18x24, 22x28 / one side or two sided

- Price starts at \$300 and up – depends on the size – call for a quote

## **STOCK PHOTOS**

- Starting at \$5.00 up to \$20 each

## **PHOTO SCANNING**

- 8.5x11 - \$3.00 each

## PRINTING PRICES

Our Design prices does not automatically include printing. All Printing is based on design size and quantity. The more

## PRINT CHOICES INCLUDE

- ⇒ Gloss and Ungloss
- ⇒ Vertical and horizontal
- ⇒ One sided and two sided
- ⇒ 11 pt
- ⇒ 12 pt
- ⇒ 16 pt
- ⇒ 100 lb
- ⇒ 11 pt
- ⇒ 12 pt
- ⇒ 16 pt
- ⇒ Text stock
- ⇒ Card stock
- ⇒ Coated
- ⇒ Uncoated

## DESIGN FILE GUIDELINES

1. Several of our designs are eligible for design maintenance discounts. Pay full price once and have text or photo changes redone at a lower rate as long as the design layout stays the same.
2. All Design Projects can take anywhere from 3 - 10 days to design.
3. All Design Projects will be delivered via email in JPG, PDF, and PNG formats.
4. All Design Projects can be done in Color and or in Black & White.
5. We will provide you with an agreement which contains all the duties and rights for both parties in order to work in an organized and clear way. In the event that you don't like our work, we will reimburse your good faith payment.
6. Our Graphic Design Service Rates DOES NOT include printing cost. Printing is an additional charge.
7. If you have images you want to use, please email them to us.
8. All Designs come with a proof with up to 5 revisions.
9. Print shipping charges may apply.
10. For printing prices, please determine your quantity and size and contact us for the quote.
11. If you purchase a design and print package, the design fee would only apply once. If you were to need more images printed off in the future, you would only be charged a printing fee, as long as you use the same design. If we change the design an additional fee would apply.

Our Graphic Design projects can be based by the project or by the hour. **Our hourly rate is \$35.** We recognize the need for budget control, and we will provide verbal or written reports on time as the project progresses. Projects billed by the hour includes all time spent directly on the project, including: project research and development, client consultations, design work, revisions, proof output, coordinating with sub-contractors, and communications (phone, email, and in person). Billable time may also include travel time to client's location or other location associated with the job, as required.

## **CONTINGENCY DESIGN COSTS**

Contingency costs cover elements of the project not covered by the contract and may include:

- Rush charges for projects with quick deadlines
- Charges for delayed payment (See payment terms)
- Charges for changes to the project outside the parameters agreed upon

## **OTHER DESIGN EXPENSES**

Expenses are incurred when the project requires use of materials or vendors other than design work performed by DIALO WEB AND GRAPHIC DESIGN. Expenses may include:

- Printing, color proofs, film and other pre-press production items
- Photography sessions
- Stock Photo and/or Clipart purchases specifically related to the project
- Paper purchases (usually included in printing costs)
- Print coordination fees and job pickup/delivery costs
- Web Site Hosting & Domain Name Registration fees

## **BILLING & PAYMENT TERMS**

50% of estimated graphic design and contingency costs are due upon beginning a project and/or contract signing unless the project is small or of short duration (determined at initial consultation). Payment must be made before any work is started on a project. DIALO WEB AND GRAPHIC DESIGN reserves the right to invoice client at any time if project extends beyond projected completion date, or if the number of billable hours on the project exceeds the estimated project time. 100% of printing costs must be paid prior to submitting the project to print, unless credit has been established. All invoices are due and payable upon receipt and must be paid UPON COMPLETION of project, unless otherwise specified in the contract. A penalty for late payment will be assessed as follows: 1.5% of unpaid balance per month overdue.

## **PAYMENT METHODS**

Payment may be made by credit card (Visa, MasterCard, Discover, American Express) or check. A \$25 fee will be assessed for all returned checks.

## **PROJECT CANCELLATION**

Should client or designer stop the project at any time during the development period, designer will invoice for work completed up to the point of termination. Cancellation fees may apply as determined by DIALO WEB AND GRAPHIC DESIGN.

## **UP TO 5 DESIGN PROOFS**

Please review your graphic design proof carefully. Clearly indicate any changes, additions, or deletions on the proof and or on the draft. The proof form has to be signed and returned along with any changes on the draft. Each graphic design is allowed up to 5 proofs, anything past proof #5 will be charged \$15 per proof.

## **GRAPHIC DESIGN TURN\_AROUND TIMES**

Turn-around times will vary depending on project type and specification. Typical turn-around time for standard full color printing is 7 to 10 business days from proof approval, including shipping time. Rush delivery is available for an additional charge, please contact us for details.

**SO WHETHER YOU NEED 250 PIECES OR 25 000 PIECES WHETHER YOU NEED YOUR PROJECT IN TWO DAYS OR IN TWO WEEKS WE ARE DEDICATED TO FULFILLING YOUR PRINTING NEEDS AT THE BEST POSSIBLE PRICE**