

A Work of Heart By Cari

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Marketing Services Price Schedule

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Preferred payment by cash or check.

All fees are flat, and include revisions until reaching a finalized design.

Prices subject to change.

	Initial Design or Redesign	Modification*
Strategy		
Marketing Plan Creation	negotiated	negotiated
Other (research, surveys, naming, etc)	negotiated	negotiated
Graphic Design		
Logo Design and Definition of Brand Identity Guidelines	\$ 100.00	negotiated
Other art	negotiated	negotiated
Business Cards/Small Magnets		
Single Side	\$ 20.00	\$ 5.00
Double Side	\$ 30.00	\$ 5.00
Envelopes		
Small Return Address Design	\$ 10.00	\$ 5.00
Full Envelope Design	\$ 15.00	\$ 5.00
Letterhead		
Small Design (1/4 page or smaller)	\$ 10.00	\$ 5.00
Full Page Design	\$ 20.00	\$ 5.00
Brochures		
Tri-fold, double side	\$ 40.00	\$ 10.00
1/3 page, double side	\$ 25.00	\$ 5.00
1/3 page, single side	\$ 20.00	\$ 5.00
Postcards		
Single Side	\$ 20.00	\$ 5.00
Double Side	\$ 25.00	\$ 5.00
Flyers		
Single Side	\$ 25.00	\$ 5.00
Double Side	\$ 30.00	\$ 10.00
Ads		
Full Page	\$ 40.00	\$ 10.00
Half Page	\$ 30.00	\$ 10.00
Quarter Page	\$ 25.00	\$ 5.00
Smaller than Quarter Page	\$ 15.00	\$ 5.00
Gift Certificates		
Certificate and Envelope	\$ 10.00	\$ 5.00
Forms		
Per page	\$ 10.00	\$ 5.00
Notecards		
Front Design	\$ 10.00	\$ 5.00
Front & Inside Design	\$ 15.00	\$ 5.00
Newsletters		
Template & Guideline Design + Initial Layout	\$ 40.00	\$ 10.00
Layout, per page	\$ 10.00	N/A
Content (writing, graphics)	negotiated	negotiated
Additional Services		
Writing (letters, press releases, etc.)		negotiated
Digital Photography		negotiated
Informational Website Design, per page	\$ 40.00	negotiated
Direct Mail Management		negotiated
Data Entry		negotiated
Database Design	negotiated	negotiated
Other Projects	negotiated	negotiated

*Modification is defined as change of less than 30% of content and images to a finalized design.