

Dianne McAlexander
GRAPHIC DESIGN PRICING GUIDE

Pricing is for graphic design only and does not include photography, illustration or printing, which is estimated on a job-per-job basis.
 All products listed on pricing guide include usage rights, 2-3 sample designs and up to 3 revisions. Revisions beyond 3 will be billed at an hourly rate of \$65.00.

I T E M	D E S C R I P T I O N	P R I C E
LOGO	Includes the following: - Up to 3 sample designs. Does not include original illustration, which, if desired, is billed at an hourly rate.	\$400
LOGO BUSINESS PACKAGE	Includes the following: - 3 logo samples, Letterhead, Envelope and Business card (2 samples)	\$600
BUSINESS CARD	Includes the following: - 2 sample designs (size: 3.5x2) Package includes usage rights, up to 3 revisions (more to be billed at hourly rate)	\$200
ENVELOPE	Includes the following: - 2 sample designs (#10 ENV. up to 9x12)	\$100
LETTERHEAD	Includes the following: - 2 sample designs (size: 8.5x11)	\$250
POSTCARD	Includes the following: - 2 sample designs - front and back (sizes: 4x6 or 6x9)	\$300
BROCHURE / NEWSLETTER	Includes the following: - 2 sample designs of first page (sizes: 8.5x11 or 11x17)	\$450 and up. (8.5x11) \$600 and up. (11x17) Cost will be determined on a job-per-job basis.
FLYER (1-SIDE)	Includes the following: - 2 sample designs (sizes: 4.5x8.5 or 8.5x11)	\$300
BOOKLET	Includes the following: - 2 sample designs of cover and one spread (sizes: 4.5x8.5 up to 8.5x11 folded)	\$1,200 (8 pages) \$1,800 (12 pages) \$2,400 (16 pages)
MAGAZINE	Includes the following: - 2 sample designs of cover (sizes: up to 8.5x11 folded)	\$3,200 (32 pages) \$3,600 (36 pages) \$4,000 (40 pages)
POSTER / LARGE FORMAT	Includes the following: - 2 sample designs	\$550 and up. Cost will be determined on a job-per-job basis.
PRESENTATION FOLDER	Includes the following: - 2 sample designs	\$300 and up. Cost will be determined on a job-per-job basis.
T-SHIRT	Includes the following: - 2 sample designs (sizes: up to 13X14)	\$350 and up. Cost will be determined on a job-per-job basis.
WEBSITE DESIGN LAYOUT	Includes the following: - 2 sample designs of home page layout, graphic design only (no html)	\$600 and up.
WEBSITE DESIGN & DEVELOPMENT	Includes the following: - 2 sample designs of home page layout and basic html - Up to 5 additional pages and basic html development - Estimate based on a job-per-job basis	\$1,500 and UP.
ADVERTISEMENTS & MORE	Ask about photography services and illustration	\$65 per hour