

# DON'T GIVE YOURSELF A HEADACHE...

Give Them Something To Talk About



**RATE SHEET**  
MARKETING SERVICES

# RATE SHEET

## DESIGN SERVICES

### LET'S GET YOU MORE BUSINESS.... It's Easier Than You Think and It's Not Expensive...

**We aren't looking to change you or what you're doing.** You have a loyal and robust client base, we want to engage and retain more of those clients. They get you, what you do, how you do and why it's the best solution for them. We want to activate them to more action. We want to activate them to talk about you and your services to their inner circle.

**The goal is to help you grow your business** in ways that make sense and keep you connected to the base, while growing your base. You need to grow and expand to survive, but we want to do it in a way that makes sense, that's logical and thought out, but more importantly, goals focused.

**We work with our clients to rediscover the excitement they had** the day they opened the businesses doors. It's about taking you where you wanted to go on day one. The daily challenges and stress of running a business got you a bit off track, but that's okay. We can get you back on the trail and heading towards greater success.

**We can help!**

**Everything that we do is done on a flat rate basis.** As a small business you have a limited amount of extra "cash" to spend, on anything. You have a lot of expenses each month. We are not looking to add to that deficit. We are looking to help you lower your debts with increased sales and business.

**Flat Rates give you peace of mind.** You grow your business, increase sales but you aren't spending money needlessly. We aren't looking to increase your followers, your impressions... none of that mumbo jumbo. We are looking to increase your closed business through verifiable sales. If you're not getting more people to purchase from you, we aren't doing our job.

**3 million followers have no meaning if they're aren't buying.** Ten people who purchase from you regularly and share their experiences are worth A LOT more.

## GENERAL RATES

### GENERAL FEES

Initial Consultation and Quote: Free  
*1 hour Initial consultation and recommendation of options.*

Graphic Design Services*	\$62.50
Custom Logo**	\$350.00 – \$1,000.00
Business Card	\$250.00
Postcard	\$250.00
Tri-fold Brochure	\$275.00
One Sheet (Double Sided)	\$275.00
CD, DVD, Blu-ray package design	\$450.00

\* 1 hour Minimum. Graphic Design services do not include photography or custom illustrations.

Charges for custom work are billed separately.

If we have a stock photo in our library that fits the needs of your project, or if you provide us with photography, there will be no additional charge.

We are more than happy to make a logo for your company, but ask you consider a branding and marketing package....trust us we will!

### AVERAGE TURN-AROUND

On average we will have all your work printed and delivered to you in approximately 2 weeks or less. Schedule is dependent on the project and the revisions involved. We provide a reasonable project timeline in all our project proposals.

### EXTRA REVISIONS

1 hour minimum billed at hourly rate of \$62.50

### RUSH SERVICES

Monday - Friday  
24-48 Design turn-around  
Additional 30% surcharge per hour  
\$125.00 minimum

### WEEKENDS - HOLIDAYS

24-48 turn-around  
Additional 50% surcharge per hour  
\$225.00 minimum

DESIGN SERVICES DOES NOT INCLUDE PRINTING COSTS, unless specifically noted

The Design Office will not provide written content for design work. Any writing will be charged separately at a rate of \$75.00/hour.

All design services require a 50% deposit to begin project. Final payment is due at the time of delivery of the products.

A 1.5% per month surcharge may be added to any invoice not paid within the time period stated.

**ALL RATES ARE VALID THROUGH JAN 2018**

## BUNDLED RATES

### NEW BUSINESS A \$1,000.00

Design and delivery of the following:

Design Consultation (1 hour)

03 Unique Logo design concepts

04 sets of revisions to 01 design choice

Business Card/Letterhead Design

01 Promotional Sales Sheet Design

Printing of the following

500 business cards

250 sheets of letterhead

250 envelopes

250 Sales Sheets

Delivery of custom logo in any/all formats - jpg, tif, ai, eps, pdf. Your logo will be optimized at 72 dpi jpg, high-resolution image 300 tif, as a vector file (eps) for scaling and printing.

### NEW BUSINESS B \$2,500.00

Design and delivery of the following:

Everything in Package A plus:

Basic Website Design (Wordpress)

(Splash page + 02 additional content pages)

Shopping carts and other interactivity are not included in the website design packages.

### NEW BUSINESS C \$4,500.00

Design and delivery of the following:

Everything in Package A plus:

Website Design (Splash page + 05 additional content pages)\*

Shopping carts and other interactivity are not included in the website design packages.

## CUSTOM PACKAGES

The Design Office can offer you a custom design package tailored to your business needs and goals.

Give us a call for a free quote!

### MODERNIZATION \$1,500.00

Update design and delivery of the following:

Design Consultation (1 hour)

03 Unique re-designs to current logo

04 sets of revisions to 01 design choice

Business Card/Letterhead Design

01 Promotional Sales Sheet Design

Printing of the following

500 business cards

250 sheets of letterhead

250 envelopes

250 Sales Sheets

Delivery of custom logo in any/all formats - jpg, tif, ai, eps, pdf. Your logo will be optimized at 72 dpi jpg, high-resolution image 300 tif, as a vector file (eps) for scaling and printing.

### BUSINESS EVENT \$1,500.00

Design of the following:

Design Consultation (1 hour)

Customized Save the Date postcard design

Custom invitations design

Sign/Banner Design

Event Program

Table Tents & Name Tag (pdf fillable template)

#### PRINTING:

The Business event package does not include printing of all designed artifacts. If you do not have a current printer you work with, the Design Office will be happy to provide to you 03 quotes from 03 different printers for all printing we oversee. Printing costs will be supplied under separate cover and billed at cost.

For any printing costs in excess of \$1,000.00, the Design Office will require an additional 50% in advance as a good faith deposit.

#### REVISIONS:

Each item designed includes 01 major and 02 minor revisions. Any additional revisions or changes will be charged at the hourly rate of \$62.50.

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## THE FINE PRINT

# AT A GLANCE

**COMPANY EST.**

**2005**

**A FEW OF THE  
PEOPLE WE WORK WITH**

## BACKGROUND

**Every business exists to succeed.** No business opens its doors with the intention of closing. This couldn't be more true for your business. Every day you walk the fine line between keeping "the doors open and the lights on" and closing up for good. It's a constant challenge even when the economy is robust, but it's a nightmare when the economy is a rollercoaster.

**Stop selling. start branding! is a philosophical change** in how you engage and talk about your business. By taking a brand first approach you ensure that every marketing campaign has maximum impact and is always successful. It's an approach that makes marketing and sales easier to maintain and sustain. It gives you something tangible and real to sell and market. You no longer need to feel like your on a marketing treadmill, barely keeping up. We put you in the drivers seat. We put you in control of your business. You run your business, not the other way around...

**We help businesses reach their full potential.**

Artists, Designers + Freelancers  
Consultants  
Dry Cleaners  
Home Based Businesses  
Real Estate Agents  
Retailers & Single Person Storefronts  
Sales People  
Small Businesses  
Switching Careers

## WHO KNOWS US

AIGA  
BNI  
Anaheim Chamber of Commerce  
Golden West College Digital Arts Dept.  
LeTip International

## *The* **FACTS** JUST THE FACTS

**75%**

**OF NEW BUSINESS FAIL  
IN THE FIRST YEAR**

That's a fact! Three quarters of all businesses won't survive the first year. The first year!

Why? Well we don't really know why, we aren't here to blame, what we do know is a brand improves the odds, considerably.

That's a fact!

**20%**

**OF THOSE  
WON'T SURVIVE**

Are you sitting down? If not, sit down, right now. Of that quarter of business' that survive their first year, less than a quarter of those survivors make it to five years.

If you're doing the math...let us know the numbers, math isn't our thing. A brand will help you survive when times are hard.

That's a fact!

**04%**

**WILL CELEBRATE  
TEN YEARS**

Seriously, are you sure you can handle this? We lost count on the math, we just know brands give you a better than average chance to make it from day one.

A business that brands should be able to survive any and every storm

That's a fact!

*The* **Design Office**

**stop selling. start branding!**

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