


ARTSPACE

LOGO / PRINT DESIGN PRICING GUIDE

ITEM	DESCRIPTION	PRICE
LOGO 	Includes the following: - 4 to 6 sample designs (can choose only one) - Package includes usage rights, comps and style guide [8 to 20+ hours time]	\$2,000+ (enterprise level) \$1,500 (medium business) \$1,000 (small business) \$800 (non-profit / small shop)
LOGO PACKAGE 	Includes the following: - 4 Logos, 2 Letterhead, 2 Envelope and 2 Business Card samples - Package includes full usage rights, comps and style guide [20 to 30+ hours time]	\$3,000+ (enterprise level) \$2,500 (medium business) \$2,000 (small business) \$1,500 (non-profit / small shop)
BUSINESS CARD 	Includes the following: - 2 sample designs (size: 3.5x2) - 2 color proofs [4+ hours time]	\$350 (simple) \$475 (complex)
ENVELOPE 	Includes the following: - 2 sample designs (#10 ENV. up to 9x12) - 2 color proofs [3 to 4+ hours time]	\$350 (simple) \$475 (complex)
LETTERHEAD 	Includes the following: - 2 sample designs (size: 8.5x11) - 2 color proofs [4+ hours time]	\$350 (simple) \$475 (complex)
POSTCARD 	Includes the following: - 2 sample designs - front and back (sizes: 4x6 or 6x9) - 2 color proofs [6 to 8+ hours time]	\$500 (simple) \$825 (complex)
BROCHURE / NEWSLETTER 	Includes the following: - 2 sample designs (sizes: 8.5x11 or 11x17) - 2 color proofs [8.5x11 = 15+ hours time] or [11x17 = 25+ hours time]	\$1,500 (8.5x11) \$2,500 (11x17)
FLYER 	Includes the following: - 2 sample designs (sizes: 4.5x8.5 or 8.5x11) - 2 color proofs [6 to 8+ hours time]	\$450 (simple) \$1,200 (complex)
BOOKLET 	Includes the following: - 1 sample design (sizes: 4.5x8.5 up to 8.5x11 folded) - 1 color proof per page [\$300 to \$350 per page]	\$2,800 (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 1/2 hrs. per page]	\$6,400 (32 pages) \$7,200 (36 pages) \$8,000 (40 pages)
POSTER / LARGE FORMAT 	Includes the following: - 1 sample design (sizes: up to 24X36, Trucks, Billboards, etc...) - 2 color proofs [8+ hours time]	\$1,200 (big event promo) \$800 (small event promo) \$600 (local band / church)
PRESENTATION FOLDER 	Includes the following: - 1 sample design - 2 color proofs [10+ hours time]	\$1,200 and up
T-SHIRT 	Includes the following: - 1 sample design (sizes: up to 13X14) - 2 color proofs [5+ hours time]	\$1,000 (retail or large group) \$500 (local band / small shop) \$1,200 (buy out) 3%+ (royalty fee)
HOURLY RATE 	Includes design, production, photo correction and more:	\$75 to 100 per hour