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SERVICES & FEES

ART DIRECTION AND DEVELOPMENT

Basic Consultation for Web/Print Design Project...FREE. The Designer and Client will meet for up to two hours to discuss the services provided by the Designer as well as the Client's project requirements.

Additional Consultations for Web/Print Design Project. The Designer and Client can meet to discuss any elements of the web/print design project as well as revise the design project. A new agreement may need to be arranged if consultations lead to work not outlined in the original agreement.

Illustration. The Designer will draw or paint elements to be used in the Web/Print Design Project. Designer can mimic multiple drawing styles and painting techniques.

Image Scans...\$2 each. The Designer will scan items in highest quality obtainable. The images will be used in the Web/Print Design Project as well as delivered in requested format (TIFF, JPEG) along with associated files (.ai, .psd).

Image Editing...\$25 per hour. The Designer will enhance the quality of images or graphics provided by the Client as reasonably possible. Whenever possible, the Client should provide all images and graphics in highest resolution obtainable.

Copywriting and Editing...\$25 per hour. The Designer will assist in the development and editing/re-writing of content for the Web/Print Design Project. Whenever possible, the Client should supply all text ready to be placed, and checked for spelling and grammatical errors.

Custom Photography. The Designer offers traditional and digital photography services. The Client is responsible for shooting time expenses. The photos will be used in the Web/Print Design Project as well as delivered to the Client in requested format (TIFF, JPEG, RAW) along with associated files (.ai, .psd); associated rights are transferred as well.

Third Party Stock Photos...Varies. When necessary, or at the Client's request, the Designer will use stock images in the Web/Print Design Project. The Client is responsible for the associated expenses.

WEBSITE DEVELOPMENT

Additional Design Concepts...\$50 each. The Designer will provide the Client with a maximum of three (3) design concepts for the website free of charge. If unsatisfied with the presented concepts, the Designer can provide additional ones.

Adding or Modifying Individual Web Pages...\$15 per page. The Designer will create, or modify the existing content on, individual web pages. This content can be in the form of text, graphics, and photos. This does not include changing and/or creating a new theme or navigational scheme. Time to complete is dependent upon Client's request.



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Page with PayPal Links...\$25. The Designer will set up and create buttons for PayPal functionality on a web page based on the website's theme.

Dynamic PHP Page...\$25. This fee applies to any web page with content that requires a .php file to work. The Designer will create a novel web page based on the website's theme.

MySpace Layout Customization...\$25. The Designer will assist in the set-up of a promotional page on the social networking site.

Flash Programming...\$25 per hour. The Designer will use Adobe Flash to create components of the Web Design Project or develop interactive applications, such as searchable databases, tests, quizzes, photo/music/video montages, and presentations. The final product(s) will be used in the Web/Print Design Project and/or provided on CD/DVD, along with all associated files; associated rights will be transferred as well.

Video Editing...\$25 per hour. The Designer will edit and/or enhance the quality of video provided by the Client as reasonably possible. Whenever possible, the Client should provide video in highest quality possible. The final product(s) will be used in the Web/Print Design Project and/or provided on CD/DVD, along with all associated files; associated rights will be transferred as well.

Web Hosting Service Set-up...\$50. The Designer will help the Client arrange web hosting services with an internet service provider/web presence provider. The hosting account setup and recurring/ongoing service fees are the full responsibility of the Client.

Creation of Websites with 1-10 Pages. The Designer will create a website based on an agreed-upon design and structure. A working prototype will be published so that the Client can see development progress. Revisions to the design and structure of the site will be made in real time, allowing easy access for client approvals and feedback. The cost of site construction is dependent upon a number of factors such as size of the site, number of pages, site functionality, availability of content and responsiveness of client feedback and input. Delivery of completed website will be within three to five weeks from commencement of project.

Creation of Websites with 11-25 Pages...\$50. Same process as stated above. Delivery of completed website will be within five to six weeks from commencement of project.

Creation of Websites with 26-50 Pages...\$100. Same process as stated above. Delivery of completed website will be within six to eight weeks from commencement of project.

Website Maintenance...\$300 for six (6) months. The Designer will provide site maintenance and support for up to four (4) hours per month. Web site maintenance includes search engine registration; some web marketing; and general site updates and/or changes. Website maintenance for six months is included with the creation of a website.

Note: The Designer does not create or maintain websites that consist of more than 50 web pages.

WEB MARKETING

Static Banner Designs...\$20 each design accepted.



Dynamic Banner Designs...\$30 each design accepted.

The Client can present design concepts, and/or existing promotional materials; the Designer will create and present several design concepts, based on the existing theme of the Client's website, to compliment and enhance the website, and/or promote specific aspects/events. The Client can select designs for further revision. The final designs will be used in the Web Design Project as well as delivered to the Client in requested format (GIF, PNG, JPEG, SWF) along with associated files (.ai, .psd, .fla); associated rights are transferred as well.

HTML Email...\$50.

HTML Newsletter...\$75.

Event Calendar...\$100.

The Client can present design concepts, and/or existing promotional materials; or the Designer will create and present three (3) design concepts based on the Client's needs and existing logo. The Client will accept one design concept, which the Designer will develop further. The final design will be used in the Web Design Project, and/or delivered to the Client in requested file type (.txt, .html, .xml); associated rights are transferred as well.

PRINT DESIGN

Logo Development/Re-development...\$100. The Designer will create and present several logo directions based on the Client's needs or existing logo. The Client will accept one logo direction, which the Designer will develop further. Color proofs will be presented to Client for acceptance. The final logo will be used in the Web/Print Design Project and/or delivered in various working formats (JPEG, PDF) along with associated files (.ai, .psd); associated rights are transferred as well.

Business Card...\$30.

Envelopes and Letterhead...\$50.

Postcard (both sides)...\$40 (5h).

Brochure/Newsletter/Flyer...\$30 (8.5x11)/\$40 (11x17).

Magazine/Booklet...\$30 per page (8.5x11)/ \$40 per page (11x17).

Poster (up to 48x72; one side)...\$60.

Product/Media Packaging...\$50.

The Client can present design concepts, and/or existing promotional materials; or the Designer will create and present three (3) design concepts based on the Client's needs, and existing logo. The Client will accept one design concept, which the Designer will develop further. Color proofs will be presented to Client for acceptance. The final product will be delivered in various working formats (MS Word, JPEG, PDF) along with associated files (.doc, .ai, .psd, .indd); associated rights are transferred as well. If Client requests printing services from Designer, the Client is responsible for printing expenses; Designer may utilize outside printing services. Time to complete dependent upon Client's request.

Baseball Cap Design...\$10; 3% royalty or \$50 buy out.

Tee Shirt Design...\$50; 3% royalty or \$125 buy out. Similar process as stated above, except the Designer does not provide printing services. The tee shirt design fee will also apply for any clothing/apparel, or fabrics.

Listed fees are in addition to the Designer's standard hourly rate of \$18; listed hourly rates replace the standard hourly rate where applicable.