



Dena Rae McKitrick

GYPSY MOON • ASHBAH • ARTISTJOYFUL • STONES OF CHANGE

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Graphic Design Rate Sheet
Minimum Charge – \$35. • Hourly Rate – \$50.
Consultation – \$35. hr

Logo Design, Graphic Identity

Business identity	\$400.+
Simple Logo	\$200.+

Business Card Design*

\$100.+

Business Card Printing

500 cards – Full color – 2-sided	\$85.
1000 cards – Full color – 2-sided	\$100.

Business Package*

\$425.+

Includes:

Logo • Business Card Design • Web and email – logo graphics
Letterhead graphic (.tif for commercial printing) • Letterhead (Word file for client printing)
Envelope graphic (.tif for commercial printing) • Envelope (Word file for client printing)

Tri-Fold Brochure – Design* – (Inquire about printing)

\$250.+

Postcard Design* – (variable depending on complexity - 2 sides)

\$175.+

Book Design and/or Illustration*

Cover – Illustration & Design	\$300.+
Book Illustration (b&w – inside – per illustration)	\$35.+
Book Illustration (color – inside– per illustration)	\$45.+
Book Layout and Design – (per page)	\$ 5.+

Advertising & Promotional* (Ads, flyers, packaging, newsletters, etc.)

\$TBD

CD Packaging – Design* – (Inquire about printing)

\$250.+

Additional Booklet pages – per page \$15.

Website Presence² – (2 yrs. private domain name registration, 1 yr. econ. hosting & setup fee)

\$95.

Basic Webpage Design* (Includes header/colors/up to 3 photos/ 1 page)

\$225.+

Website Design* (Additional pages after 1rst page/up to 5 photos) Each

\$100.+

All files are available to you on CD for \$10, and/or by web-posting at no extra charge. Prices effective 11/07. All prices subject to change, & include three rounds of electronic proofs.

*Additional stock photography researched & provided – extra charge. Original-custom art/illustration/photography/flash created for you extra charge/separate pricing. This rate sheet is for reference and is not comprehensive. Ask for a bid for a specific project, separately priced items, and/or for multiple project or other possible discounts or specials.

²Unless you have your domain name or a web host already, I suggest joyfulnames.com. You can purchase those yourself directly or I will for you for the included small setup fee.