



WISK CREATIVE SERVICES LLC

2018 Pricing Guide for Non-Profit 501(c)(3) Organizations

HOURLY RATE

\$25.50

ESTIMATES

Estimates are issued prior to beginning work. They include item & labor estimations, and are signed by both parties.

BRANDING & IDENTITY SERVICES

Logo Creation

STANDARD PACKAGE	\$90.00	
Initial Logo Sketches	\$30.00	3 revisions included, \$10/additional revision
Logo Proposal	\$20.00	2 revisions included, \$10/additional revision
One-page Brand Standards	\$40.00	Digital 11x14, additional \$5.00/printed copy
EXTENDED PACKAGE	\$135.00	
Initial Logo Sketches	\$30.00	3 revisions included, \$10/additional revision
Logo Proposal	\$20.00	2 revisions included, \$10/additional revision
Extended Branding Guide	\$85.00	Digital 8.5 x 11 or 11x14, 8-24 pages Includes: brand standards, practical applications, sample marketing pieces & brand presentation

Stationary Design

STANDARD PACKAGE	\$95.00	
Return Address design	\$20.00	
Single-sided letterhead design	\$25.00	
Business card design	\$25.00	Front & back, all cards are the same
Greeting card design	\$20.00	3 revisions included, blank inside
Promotional items	\$5.00	Per item, logo resized exported to printer
EXTENDED PACKAGE	\$125.00	
Full envelope design	\$30.00	
Double-sided letterhead design	\$40.00	
Business card design	\$25.00	Front & back, all cards are the same
Personalized card designs	\$8.00	For each design, up to 50
Greeting card design	\$20.00	3 revisions included, blank inside
Promotional items	\$5.00	Per item, logo resized exported to printer



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COMMON MARKETING COLLATERAL

Print

Post card design	\$35.00	4 x 6 or 5 x 7, 3 revisions included, \$10/additional
Tri-fold brochure design	\$25.00	8.5 x 11 or 8.5 x 14
Holiday cards	\$15.00	
Printable flyer	\$25.00	8.5 x 11, full color or black & white
Small posters	\$25.00	8.5 x 14 (legal) 11 x 17
Large posters	\$30.00	13 x 19, 17 x 20 +

Digital

Facebook post & picture	\$10.00*	*\$5.00 if image provided
Tweet with picture	\$10.00*	*\$5.00 if image provided
Instagram photo	\$10.00	Including caption
Information graphics	\$30-50.00	Content dependent, will negotiate
eCard	\$15.00	PDF, PNG & JPEG files included
Digital event invitation	\$15.00	PDF, PNG & JPEG files included

STRATEGY & CONSULTATION SERVICES

Website Consultation

Full diagnostics	\$60.00	Inventory of current site-map, proposed site-map improvements, UI/UX assessment, content & graphics assessment/recommendations.
Web refreshment, redesign	\$125.00	Revised site-map with wire-frame designs for each page, consult with developer or professional referral
Web maintenance	\$25.00	Hourly rate

Social Media Strategy & Design

Social media plans		
Basic	\$75.00	1-year plan, sample posts for 1 cycle
Extended	\$150.00	1 year plan, content creation at hourly rate
Blogging/ghost-writing	\$10.00	Per post