



WISK CREATIVE SERVICES LLC

2018 Pricing Guide

HOURLY RATE

\$45.00

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	\$200.00	
Initial Logo Sketches	\$75.00	3 revisions included, \$25/additional revision
Logo Proposal	\$60.00	2 revisions included, \$30/additional revision
One-page Brand Standards	\$65.00	Digital 11x17, additional \$5.00/printed copy
EXTENDED PACKAGE	\$285.00	
Initial Logo Sketches	\$75.00	3 revisions included, \$10/additional revision
Logo Proposal	\$60.00	2 revisions included, \$10/additional revision
Extended Branding Guide	\$150.00	Digital 8.5 x 11 or 11x14, 8-24 pages Includes: brand standards, practical applications, sample marketing pieces & brand presentation

Stationary Design

STANDARD PACKAGE	\$180.00	
Return Address design	\$50.00	
Single-sided letterhead design	\$80.00	
Business card design	\$50.00	Front & back, all cards are the same
Greeting card design	\$40.00	3 revisions included, blank inside
Promotional items	\$5.00	Per item, logo resized exported to printer
EXTENDED PACKAGE	\$240.00	
Full envelope design	\$50.00	
Double-sided letterhead design	\$80.00	
Business card design	\$50.00	Front & back, all cards are the same
Personalized card designs	\$15.00	For each design, up to 50
Greeting card design	\$40.00	3 revisions included, blank inside
Promotional items	\$5.00	Per item, logo resized exported to printer



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2018 Pricing Guide, Continued

COMMON MARKETING COLLATERAL

Print

Post card design	\$45.00	4 x 6 or 5 x 7, 3 revisions included, \$10/additional
Tri-fold brochure design	\$50.00	8.5 x 11 or 8.5 x 14
Holiday cards	\$40.00	
Printable flyer	\$40.00	8.5 x 11, full color or black & white
Small posters	\$40.00	8.5 x 14 (legal) 11 x 17
Large posters	\$50.00	13 x 19, 17 x 20 +

Digital

Facebook post & picture	\$20.00*	*\$10.00 if image provided
Tweet with picture	\$20.00*	*\$10.00 if image provided
Instagram photo	\$10.00	Including caption
Information graphics	\$50-150.00	Content dependent, will negotiate
eCard	\$30.00	PDF, PNG & JPEG files included
Digital event invitation	\$30.00	PDF, PNG & JPEG files included

STRATEGY & CONSULTATION SERVICES

Website Consultation

Full diagnostics	\$150.00	Inventory of current site-map, proposed site-map improvements, UI/UX assessment, content & graphics assessment/recommendations.
Web refreshment, redesign	\$200.00	Revised site-map with wire-frame designs for each page, consult with developer or professional referral
Web maintenance	\$45.00	Hourly rate

Social Media Strategy & Design

Social media plans		
Basic	\$100.00	1-year plan, sample posts for 1 cycle
Extended	\$200.00	1 year plan, content creation at hourly rate
Blogging/ghost-writing	\$15.00	Per post