



# WISK CREATIVE SERVICES LLC

## 2019 Pricing Guide

### HOURLY RATE

**\$50.00**

### RUSH FEES

**30%** rate Increase for projects due within 7 days.

**40%** rate Increase for projects due within 5 days.

### PROCESS

- » **DISCOVERY:** The scope of project & timeline is determined
- » **ESTIMATE:** A formal estimate with project scope & deadlines issued. Work will begin when estimates are signed & returned by both parties. Standard deadline is 14 days from returned estimate. Rush fees or long-term projects will be addressed case by case.
- » **DELIVERY:** Final files & assets are delivered digitally. When required, printed items can be requested or delivered by mail. Files will be retained by Wisk Creative Services LLC for 24 months and can be accessed or used for revision. Live files can be negotiated and purchased at determined rate.
- » **INVOICING:** Invoices will be delivered digitally and can be paid by check, cash or online\*. Payment is due within 30 days of receiving your invoice. Hours sheets with itemized labor explanations will be provided with your invoice.

### PACKAGE OFFERS

**\$3,000**

#### WEBSITE REFRESHMENT

- » Content planning session
- » Site map
- » 5 wireframe sketches:  
Pages: Home, About, Services, Blog, & Contact
- » 5 page Wordpress site, additional pages at \$40/pg
- » 40 hours labor included

PRICING EXCLUDES HOSTING PLANS & DOMAIN FEES THROUGH 3RD PARTY HOSTING PLATFORMS.

**\$2,000**

#### BRANDING & IDENTITY

- » Inventory of existing brand
- » Typeface research
- » Mood board & Color Palette
- » Logo Sketching Process & 3 revision rounds
- » Final Logo/Wordmark
- » Files & 1 page Brand Guide
- » 25 hours labor included

LIVE FILES AVAILABLE UPON REQUEST FOR ADDITIONAL FEE.

**\$2,500**

#### ONE-MONTH DIGITAL MARKETING PACKAGE

- » 10 Facebook Posts
- » 10 Tweets
- » 9 Instagram Tiles
- » 1 E-Newsletter utilizing Mailchimp services
- » 2 Press Releases prepared for LinkedIn or other appropriate source
- » 15 hours labor included

**\$1,300**

#### PRINT-READY STATIONARY KIT

- » PDF Letterhead (print ready)
- » PDF Envelope (print ready)
- » Interactive Microsoft Word digital letterhead template
- » Email Signature design
- » Business card (5 employees)
- » 3 Postcard designs
- » 1 Flyer template
- » 12 hours labor included



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### “ALA CARTE” MARKETING MENU

#### PRINT

|                                 |              |  |
|---------------------------------|--------------|--|
| » PDF Letterhead (print-ready)  | \$50.00      | 8.5 x 11   Reverse side design for additional \$10.00  |
| » Branded #10 Envelope          | \$30.00      | 4.125 x 9.5   Standard US envelope size  |
| » Business Cards                | \$50.00      | 3.5 x 2   Front & back, per employee   |
| » Flat Postcard                 | \$70.00      | 4 x 6 or 5 x 7   Front & back  |
| » Trifold or Gatefold Brochure  | \$100.00     | 8.5 x 11 or 8.5 x 14   6 or 8 panels   |
| » PDF Flyer (print-ready)       | \$50.00      | 8.5 x 11, full color with bleed or black & white   |
| » Small posters                 | \$80.00      | 8.5 x 14 or 11 x 17   Full color with bleed  |
| » Large posters/banners         | \$100.00     | 13 x 19, 17 x 20, or larger (pull-up banner)   |
| » Holiday cards + envelope      | \$90.00      | 5 x 7 folding card + envelope, printer arrangements  |
| » Promotional items             | \$10.00/item | Logo developed/resized and provided to printer   |
| » 1 page branding guide/reprint | \$100.00     | Created from your resources or revisions of your resources, reprints or revisions of your brand guide from Wisk Creative provided for \$10/pg. |

#### DIGITAL + SOCIAL SERVICES

|                                     |              |  |
|-------------------------------------|--------------|--|
| » Facebook post                     | \$20.00      | Photo or illustration + copy   |
| » Tweet                             | \$16.00      | Photo or illustration + copy   |
| » Instagram tile                    | \$25.00      | Photo or illustration + copy   |
| » Information graphic               | \$60 - \$100 | Size and intricacy depending, revisions @ hourly rate  |
| » eCards or one-time email          | \$70.00      | Results vary based on email platforms  |
| » Digital event invitation          | \$70.00      | Results vary based on email platforms  |
| » Email Signature Design            | \$30.00      | Results may vary based on email client   |
| » Blog Design/Redesign              | \$200.00     | Blog home wireframe, single post wireframe   |
| » Mailchimp E-Newsletter            | \$200.00     | Design, imagery + content for your newsletter  |
| » Social business page optimization | \$40.00      | Facebook, Instagram, Twitter or LinkedIn   |
| » 1 page branding guide/reprint     | \$100.00     | Created from your resources or revisions of your resources, reprints or revisions of your brand guide from Wisk Creative provided for \$10/pg. |

#### OTHER

|                                  |          |  |
|----------------------------------|----------|--|
| » Blog Writing                   | \$80.00  | 1 image + 600-800 words                  |
| » Press Release Writing          | \$120.00 | 1 image or illustration + 900-1200 words |
| » On-site art direction/producer | \$50.00  | Hourly rate + travel expenses            |
| » Vector Illustration work       | \$50.00  | Hourly rate                              |
| » On-site photography            | \$50.00  | Hourly rate + travel expenses            |