



G.BORLAND DESIGN STUDIO

BRINGING YOUR DREAM TO REALITY

## Estimated Graphic Design Pricing

\* All prices are subject to GST \* Our design services are billed as per minute detailed billing

STANDARD PRICING	EST. Pricing
Graphic Design Services:.....	\$75.00 CDN / HR
Desktop Publishing:.....	\$75.00 CDN / HR
Basic Website Design and Creation:.....	\$75.00 CDN / HR
Basic Website Maintenance (text updates, tables):.....	\$50.00 to \$75.00 CDN / HR
Advanced Website Design:.....	\$100.00 CDN / HR
Specialized Consulting Services:.....	\$50.00 to \$100.00 CDN / HR, depending on specific skills, research and services provided to the client. Any special materials and other expenses that may be required for certain tasks or client requests are not included in the hourly rate and are billed separately.
Data Transfer from legacy peripherals:.....	\$50.00 CDN / HR (plus any materials)
PDF Document Formatting:.....	\$50.00 to \$75.00 CDN / HR
Image Retouching (removing flaws, airbrushing, etc.):.....	\$75.00 CDN / HR (min. 1 hour)
Image Optimization (for web usage):.....	\$75.00 CDN / HR (min. 1 hour)
CD copies.....	\$10.00 each*
DVD copies.....	\$16.00 each*
Rush Order (needed under a 24 hour timeframe).....	add 20%

GRAPHIC DESIGN PRICING	EST. Pricing
Business Card Design (1 or 2 sided).....	\$250
Flyer/Feature Sheets/Sell Sheets (basic to detailed).....	\$140-\$280
Brochure Design & Layout (8.5x11" - 3 fold).....	\$450-\$600
Brochure Design & Layout (8.5x14" - 4 fold).....	\$600-\$800
Brochure Design & Layout (11x17" & custom fold).....	\$600-\$800
Booklet Design & Layout (multi page up to 16 pgs).....	\$800-\$1200
Booklet Design & Layout (multi page 16 - 32 pgs).....	\$1200-\$2400
Booklet Design & Layout (multi page 32+ pgs).....	\$2400 +
Manuals (200+ pages).....	\$4500+
Manuals (400+ pages).....	\$7500+
Postcards - small.....	\$250-\$375
Postcard - large.....	\$375-\$600
Posters.....	\$500+
Bookmarks/Banners.....	\$125-\$250



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### GRAPHIC DESIGN PRICING CONTINUED

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Ads (Newspaper).....	\$199-\$499 (depending on size)
Ads (Magazines - full colour).....	\$399-\$799 (depending on size)
Letterhead.....	\$125-\$199
Forms (electronically filable).....	\$250+
Custom Sign Design.....	call for pricing

### IDENTITY DESIGN PRICING CONTINUED

EST. Pricing

<u>Basic Logo Package or revision of existing logo</u>	\$350
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This is only suitable if you already have a pre-sketched design or an existing logo.

(7 days turn around, 1-2 unique concepts, 2 Revisions, Custom illustration not available)

<u>Standard Logo Package</u>	\$599
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A full logo design service, but no stationery design work is undertaken.

(7 – 14 days turn around, 3 unique Full Colour Concepts to choose from, High resolution and Printer Ready, 3 Revisions, Researching your competitors)

<u>Standard + Stationary Logo Package</u>	\$899
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Most popular service, which includes stationery design.

(7 – 14 days turn around, 4 unique Full Colour Concepts to choose from, High resolution and Printer Ready, 1 Redraw and 3 Revisions, Stationery Design (business cards, letterhead and envelope), Researching your competitors)

### Corporate Logo Package \$1200

The ultimate package for establishing your corporate image.

(14 – 30 days turn around, 4 unique Full Colour Concepts to choose from, High resolution and Printer Ready, 2 Redraw and 5 Revisions, Stationery Design (business cards, letterhead and envelope), Researching your competitors, Excel Invoice design & editable MS Word letterhead & fax)

<u>Corporate PLUS Logo Package</u>	\$2200
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The ultimate package for establishing your corporate image.

(14 – 30 days turn around, 6 unique Full Colour Concepts to choose from, High resolution and Printer Ready, Stationery Design (business cards, letterhead and envelope), Researching your competitors, Excel Invoice design & editable MS Word letterhead & fax, Animated Flash logo, 1 unique Flyer design)



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### WEB DESIGN

Starter Package (up to 5 pages).....	\$1250-\$1800
Mid-Size Package (5-10 pages).....	\$1800-\$3000
Large-Size Package (up to 20 pages).....	\$3000-\$6000
Extra Large Package (20+ pages).....	\$6000+
"Splash Page" Pkg (1 page) (Includes psd design, html & 1 yr hosting plan & .ca domain registration. ..	\$750
Additional photo page(s).....	\$250-\$350 each
Website Maintenance.....	\$50.00 to \$75.00 CDN / HR
Initial Website Interface Design (psd file).....	\$450+
Domain registration.....	\$25/YR
Hosting (Basic hosting plan, up to 1 GB website traffic. For more details email us) \$10.95/mth 1YR	
Hosting (Basic hosting plan, up to 5 GB website traffic. For more details email us) \$20.95/mth 1YR	
Forms, E-Commerce, Flash Animation, Other.....	call for pricing

Custom Site Design: custom-designed layout, hierarchy and navigational graphics using client-supplied content and images. May also include such optional features as guestbooks, forms, counters, date/time scripts, CGI and javascripts, databases, discussion forums, chatrooms, mailing lists, web stats programs and analysis, meta tags, search engine optimization, web hosting and email services. This service is offered for sites over 10 pages (excluding our Web Starter Kits) and starts at \$3,000.00 CDN and up.

### ADDITIONAL SERVICES

Photography (1 Day Shoot).....	\$750-\$2500+Travel Expenses
High Content Writing.....	\$100/HR
Search Engine Marketing/Optimization.....	call for pricing

\*All pricing is based on average hours for previous projects and is only intended as a guideline and not a project quote. Your final bill may be more or less depending on time required to complete the project and complexity of images used in project. Revisions and changes are included up to 2 sets of revisions. Any major revisions thereafter will be billed accordingly at the hourly rate.

\*All prices are estimated and based on complexity

\* Typing is billed at the design hourly rate. Please provide your text to us in a MS Word format to save on final cost.

\* All prices given are in Canadian Currency (CAN) and include GST. Due to the volatile nature of the design industry, prices are subject to change without notice. Unless otherwise stated, pricing is for C.O.D. payment. Credit is provided only to customers with pre-arranged accounts and GBD reserve the right to add a surcharge to COD prices for items paid on an account basis.

\* Modification of orders by the customer after order acceptance by Gborland Design may result in a change in price to reflect material and labor expenses incurred by GBD, in making said modifications. Prices are final at the time of the sale.

\* GBD reserves the right to deliver part of the Goods ordered by instalments and each instalment shall be deemed to be sold under a separate contract incorporating these Terms. Failure by the Company to deliver any instalment shall not entitle the Customer to cancel the balance of the order. The Company reserves the right to issue invoices for each instalment and enforce the Terms on each separate occasion.

\* All Invoices are COD, unless prior arrangement is made with GBD. If the Customer fails to pay the Balance Due by the Due Date then interest will be charged at 18% per annum, which interest shall be compounded daily and calculated from the Due Date to the date upon which payment is actually made; and GBD may apply payments in satisfaction of interest first and then to the outstanding Balance Due.