



## RATE CARD / TYPICAL\*

NEW / INFREQUENT CUSTOMERS (\$125/HR)

PROJECT TYPE	DESIGN PHASE**	EDITS/FINALIZING	TOTAL TIME	COST
Brochure (small tri-fold)	6 hours	3 hours	9 hours	\$1,125
Brochure (8-page saddle-stitched)	11 hours	5 hours	16 hours	\$2,000
Print Ad (1/4 page)	1 hour	1 hour	2 hours	\$250
Print Ad (1/2 page)	2 hours	1 hour	3 hours	\$375
Print Ad (full page)	4 hours	2 hours	6 hours	\$750
Poster	4 hours	2 hours	6 hours	\$750
Trade Show Display (Large Wall Graphic)	8 hours	4 hours	12 hours	\$1,500
<b>Logo Design (Large/Corporate)</b> <i>(This is typically a big investment, both time- and cost-wise, as it is the "face"/mark of your company and will be used on all of your marketing materials, from print to web. Tons of research and creative development go into designing a logo you'll be proud of and that will stand the test of time.)</i>	32 hours (includes research, brainstorming, initial sketches and first round of electronic comps, based on approved sketch direction)	16 hours	48 hours	\$6,000 (design) + \$3,000 (release fee + all formats + free custom file formats/sizes for life) <sup>5</sup> <hr/> \$9,000 (total)
Web Ad, static	1 hours	1 hour	2 hours	\$250
Web Ad, animated/rotating	2 hours	1 hour	3 hours	\$375
Website Design Package	30 hours	20 hours	50 hours	\$6,250

**Terms & Conditions:** For new clients, BJS Design Studio LLC will supply an estimate in advance of all new projects, which clients must sign and return prior to commencement of any work. When approved by client, BJS Design Studio LLC is authorized to proceed with project. Alterations or changes to project proposal or changes in scope of work during production will render the estimate inaccurate. Final costs therefore may vary. Client will have the opportunity to approve all phases of creative and production. In the event of cancellation of this assignment, a fee for work completed based upon the contract price and expenses already incurred shall be paid by the client. BJS Design Studio LLC reserves the right to use any work it produces as sample pieces unless otherwise requested in writing. State sales tax, shipping and courier charges, 3rd-party purchases (custom fonts, stock photography, etc.) and other expenses which may occur throughout a project but cannot be estimated in advance of production are not included in the estimate and will be billed additionally.

**Intellectual Property:** BJS Design Studio LLC retains ownership of all original design documents, including, but not limited to, sketches, drawings, comps, designs, layouts and illustrations, whether preliminary or final. Exclusive copyright of these materials is reserved by BJS Design Studio LLC, upon full payment of all fees and costs. Client is granted the right to use the designs contained in these materials for printing and/or display purposes only, or as per project contract or as otherwise specified in writing only. Put simply, Client does not, by default, receive native, editable files. However, native files may be requested via "transfer of ownership," which carries an additional fee (logos are the exception and include all ownership rights). All other rights remain the exclusive property of BJS Design Studio LLC.

\*Prices shown are typical/ballpark and are subject to change. Please refer to your project's estimate. Prices reflect normal business hours (M-F, 9 AM-5 PM). Work outside of normal business hours will be considered a rush. Rush projects are invoiced at twice the normal rate (\$250/hour).

\*\*Design phase includes two to three rounds of initial comps for approval of design direction. For multi-page pieces, such as saddle-stitched brochures, two to three front cover and interior spread layout options will be created for approval before moving forward with the remaining pages.

HOW MAY I HELP YOUR BUSINESS?

919.637.9129 | [brian@bjsdesignstudio.com](mailto:brian@bjsdesignstudio.com)

Feel free to call, text or email should you have any questions.