



## CREATIVE SERVICES RATE SHEET

### Business Cards

Simple design option	\$100.00+
Stylized / complex design	\$150.00+

### Envelope

New or re-work	\$100.00
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### Letterhead

New or re-work	\$100.00
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### Business "ID" Package

prices do NOT include logo design

Basic ID Package: business card, letterhead, envelope	\$275.00+
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Deluxe ID Package: add note card and mailing label	\$375.00+
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Supreme ID Package: add 9x12 folder	\$475.00+
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* MS Word template additional	\$55.00
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### Brochure / Mailer

8.5x11 (2-sides)	\$400.00+
Custom (2-sides)	\$450.00+

### Flyer / Poster

8.5x11 (one side)	\$200.00
11x17 (one side)	\$250.00

### Newsletter / Special Report

4-page / 8.5x11 (11x17 folded in half)	\$450.00+
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8-page / 8.5x11 (2-11x17 folded in half / 'nested')	\$550.00+
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### One-Sheet / Press Release

8.5x11 (one side)	\$200.00
8.5x11 (2-sides)	\$300.00

### Advertisements (magazines, etc)

1/4 page or smaller <sup>1</sup>	\$300.00
1/4 to 3/4 page <sup>1</sup>	\$350.00
Full page <sup>1</sup>	\$450.00

<sup>1</sup>must supply exact ad size (specs/requirements)

### Postcards

8.5x5.5 (2-sides)	\$300.00+
4.25x6 (2-sides)	\$250.00+

### Other

We also design calendars, custom invitations, folders, forms, labels, note cards, and more! Call Leslie Sierra at 206.988.0819 to discuss your needs.

### Print and Mailing Services

**Save Money:** with over 12 years in production, we speak the language of printers. We can explore more options and suggest cost-effective solutions to work within your budget, and negotiate the best pricing for you.

Using our mail-house not only saves you time, presort and permits saves you money and expedites delivery.

**Save Time:** we take care of all your needs—design, print, web, and mailing—allowing you to focus your energies on your business. Remember: YOUR time is money!

### Design Rate (minimum half hour)

Normal (3-5 days)	\$100.00/hr
Urgent (less than 3 days)	\$150.00/hr
Emergency (1 day <sup>2</sup> )	\$200.00/hr

<sup>2</sup>see turnaround policy

### Logo Design or Recreate

Sole Proprietor (usage rights)	\$700.00+
LLC, Corporation (ownership rights)	\$1,000.00+

### Images

From current stock	\$50.00/ea
Stock photos: visit StockByte, Corbis, etc for cost	
Custom art / illustration	\$200.00

### Scanning / Prepress

Minimum hour	\$75.00/hr
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Scans from clean art, photo, negative, or slide. Includes clean up and manipulation. Files set up to printer specs (other than our printer).

### Copy / Editing Services

Minimum half hour	\$75.00/hr
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All prices subject to change. Prices do not include copy (if text is not provided), logos, scanning/editing images, or stock photography. See our Terms/Policy page for details. Call us to discuss the size and scope of your project and get an estimate tailored to your needs.

For more information or to schedule an appointment contact Leslie at:  
206.988.0819 • fax 206.988.6130 • info@SierraDesignSolutions.net • www.SierraDesignSolutions.com

## **Payment**

Projects require a deposit in advance. We accept payment by PayPal or check made payable and mailed to:

Sierra PhotoGraphic  
P. O. Box 58972  
Tukwila, WA 98138-1972

## **Development Process**

Once your deposit is received, we will start working on the initial concepts. We email them to you for review of accuracy (including spelling) and you request the edits you want made. We will modify the design twice. Additional charges will apply if the number of revisions exceeds two. After you approve the final design, your job will be 'packaged' for the printer. Payment in full must be paid prior to the final files being sent to the printer, or the mail-house.

If you want us to handle printing and mailing services we will request bids for you.

## **Turnaround Time**

We offer three modes of turnaround time: Normal, Urgent, and Emergency. In the Normal mode, the initial design concepts are developed and sent to you in 5 business days. In the Urgent mode (+rush fee), you receive the initial design in 3 business days. In the Emergency mode (+rush fee), you receive the initial design in 24 hours. Note: Emergency orders received by Friday, 2pm PST will be presented Monday unless stated otherwise.

When we arrange printing and mailing services for you: printers usually require 5-7 business days and the mail-house usually requires 3-5 business days. Keep in mind mailing is from Seattle, WA. Allow 3-7 days for delivery based on location, holidays, etc. UPS Ground can also be 3-5 days based on location. This means projects can take 5-7 weeks to get from concept to the customers mail box.

## **Logo Registration**

We do not provide any Logo registration services. Although our intention is to always design original logos, we do not take responsibility for creating a logo which is similar to one already in use. If this situation does occur we will modify your Logo free of charge (up to two alternations) if you notify us of the problem within six months of your payment.

## **Additional Quotes**

We will issue a revised quote for a project when you request additional or custom features which were not part of the original estimate. You will be advised of this and have 24 hours to accept or reject this additional expense.

## **No Liability**

In no event will Sierra PhotoGraphic (aka: Sierra Design Solutions) be held liable for suitability, merchantability, or usability of products and services developed and delivered.

## **Copyright**

Sierra PhotoGraphic (aka: Sierra Design Solutions) retains ownership of all original artwork, whether preliminary or final, unless expressed otherwise in written agreement. All ideas, concepts, or designs executed, described, or exhibited remain the property of Sierra PhotoGraphic (aka: Sierra Design Solutions). All materials used in the execution of projects—including artwork and computer-generated instructions and formats—remain the property of Sierra PhotoGraphic (aka: Sierra Design Solutions) unless expressed otherwise in written agreement.

## **Termination & "On Hold" Policies**

Once payment is made, you may terminate the order, but you will not receive a refund. However, you can ask us to put a design on hold at any time, and resume its development within six months of your payment.