

# Pricing for Design Services

*"A good design is worth 1,000 words"*

## Print Design/Layout

Advertisement – black-and-white or color	3 to 5 days	\$100 - 600
Brochure – 3 panels, 2 sides	3 to 5 days	\$200 - 600
Business Card or Letterhead	1 to 2 days	\$50 - 100
DVD or CD outer cover or disk imprint **	3 to 5 days	\$30 - 50
Flyer, single sheet	1 to 2 days	\$100 - 300
Poster or Banner	3 to 5 days	\$50 - 100
Book	2 to 8 weeks	\$1,000 - 8,000
Booklet, Catalog, or Magazine	2 to 3 weeks	\$500 - 1,500
Newsletter	1 to 3 weeks	\$300 - 1,000

## Logos and Illustrations

2-D Basic Map	1 to 2 days	\$200 - 400
3-D Architectural or Product Rendering	3 to 5 days	\$300 - 600
3-D Topographical Map	1 to 2 weeks	\$500 - 1,500
Chart	1 to 2 days	\$100 - 400
Illustration or Technical Diagram	3 to 5 days	\$200 - 400
Logo or Spot Illustration	1 to 2 days	\$100

## Web, Multimedia, and Other Services

Animate existing artwork	3 to 5 days	\$25 - 75
Web or Multimedia Animation	3 to 5 days	\$200 - 500
DVD Demo or Documentary from your materials, up to 1 hour *	2 to 8 weeks	\$200 - 1,000
DVD Slide Show(s) from photo CD, up to 1,000 photos *	1 to 2 days	\$50
Interactive CD	2 to 8 weeks	\$200 - 1,000
PowerPoint Presentation	1 to 3 days	\$200 - 400
Web Site Design or Redesign	2 to 8 weeks	\$500 - 3,000

\* For other options, see our pricing for DVD Keepsakes

Audio Cassette transfer to CD (up to 80 minutes)	1 to 2 days	\$20
Convert scanned image into camera-ready art	1 to 2 days	\$15-100
Duplicate DVD; includes cover with title in black ink	1 to 2 days	\$20 for 1 (\$10 each add'l)

\*\* For color cover add \$1; for imprinted disk add \$2 (see above for design charge)

Video transfer to DVD, up to 2 hours, no editing	1 to 2 days	\$50
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Glossy print from slide, photo, or video capture:	3 x 5"	1 to 2 days	\$7 for 1 (\$1.50 each add'l)
	5 x 7"	1 to 2 days	\$10 for 1 (\$3 each add'l)
	8 x 10"	1 to 2 days	\$12 for 1 (\$4 each add'l)
Photos scanned and put onto CD (minimum 20 photos)	3 to 5 days	\$1.50 per photo	

Colorize b/w photos	\$30 per hour
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Writing, editing, proofreading, distributing news releases, etc.	\$30 per hour
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Follow through to get your items printed and delivered	\$30 flat fee
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Reimbursable expenses - purchased photos, printing, taxes, etc.	Billed at cost
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MA residents, for tangible products add 5% sales tax

Prices subject to change without notice

508-881-7213 • 33 Arrowhead Circle, Ashland, MA 01721

[www.artbyherring.com](http://www.artbyherring.com)

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