



# Pricing Guidelines

Effective December 2011

Prices mentioned in this guide are in **Australian dollars\*** and are provided as a standard guide. GST is not required.

All design projects are handled on an individual basis and take into account the nature of the work, content supplied, and timeframe for completion. All enquiries will receive a formal, set quote before commencement of work.

Always read our Terms & Conditions (at the back of this document) before accepting a quote.

That's Creative! retains the right to change prices at any time without prior notice.

The prices in this guide do not include printing.

We purchase and download stock images from [www.depositphotos.com](http://www.depositphotos.com).

## Standard rate per hour

**Desktop Publishing/Graphic Design      \$50**

**General Website Design                      \$60**

Please see over for individual pricing.

\*Excluding Document Conversion services.

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## Brochure & Flyer Design

1 design concept, up to 3 revisions, all text content supplied by the client, 1 high resolution stock image. Final Files: Print-ready PDF and working file (if required).

Size	Single side	Double sided
A5	from \$130	from \$155
A4	from \$160	from \$195
Letter	from \$160	from \$195
Tri-Fold	-	from \$215

## Advertisement Design

1 design concept, up to 3 revisions, all text content supplied by the client, 1 high resolution stock image. Final Files: Print-ready PDF and working file (if required).

1/4 page or smaller	1/4 to half page	Half page	Full page	Two page spread
from \$100	from \$130	from \$155	from \$210	from \$260

## Corporate Identity

Original concepts. Business card & Letterhead: 1 design concept, up to 3 revisions, all text content supplied by the client. 1 high resolution stock image (business card only). Logo Design Final Files: eps, ai, jpg, png, colour and grayscale.

### Logo Design

2 concepts 4 revisions	4 concepts 4 revisions	4 concepts 6 revisions
from \$170	from \$225	from \$245

### Letterhead

Microsoft Word Template (1 page)	Microsoft Word Template (2 pages)	Adobe Indesign* (1 page)
from \$85	from \$95	from \$100

\*Adobe Indesign format for professional printing.

### Business Card

Single Side	Double Side	Additional Card*
from \$115	from \$135	from \$15

\*Additional Employee Card (same design, name and contact details changed)

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## Invitation & Greeting Card Design

1 design concept, up to 3 revisions, all text content supplied by the client, 1 high resolution stock image. Final Files: Print-ready PDF and working file (if required).

A5 or 4 x 6 Front & Inside	A4 or Letter Single side	A4 or Letter Double sided
<i>from \$120</i>	<i>from \$135</i>	<i>from \$150</i>

## Postcard Design

1 design concept, up to 3 revisions, all text content supplied by the client, 1 high resolution stock image. Final Files: Print-ready PDF and working file (if required).

Small (4 x 6) Double sided	Large (8.5 x 5.5) Double sided	Jumbo (9 x 6) Double sided
<i>from \$110</i>	<i>from \$125</i>	<i>from \$140</i>

## Powerpoint Presentations & Templates

1 design concept, up to 3 revisions (2 revisions for templates), all text content supplied by the client, 1 high resolution stock image (templates). Final Files: PowerPoint.

Template – Title & Master	Template & Presentation 25 slides, 8 images, 3 revisions, formatting*	Presentation 20 slides, 5 images, 3 revisions, formatting*
<i>from \$95</i>	<i>from \$295</i>	<i>from \$250</i>

\*Up to 10 tables and/or charts included.

## DVD/CD Cover

1 design concept, up to 3 revisions, all text content supplied by the client, 1 high resolution stock image. Final Files: Print-ready PDF and working file (if required).

Front Only	Jewel Case Front, Back and Spine	CD/DVD (Cover on disc)
<i>from \$75</i>	<i>from \$125</i>	<i>from \$55</i>

Client to provide template or printer specifications.

## Presentation Folder

1 design concept, up to 3 revisions, all text content supplied by the client, 1 high resolution stock image. Final Files: Print-ready PDF and working file (if required).

Front & Back	Front, Back and Inside	
<i>from \$155</i>	<i>from \$175</i>	

Client to provide template or printer specifications.

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## Social Networking Graphics

1 design concept, up to 3 revisions, all text content supplied by the client, 1 high resolution stock image. Final Files: jpg (or html where required) and working file (if required).

Twitter Background	Facebook Profile Banner	Facebook Landing or Tab Page
<i>from \$69</i>	<i>from \$59</i>	<i>from \$89</i>

2-Stage Reveal Facebook Landing Page	Facebook Landing Page Package	Facebook All-In-One Package
<i>from \$119</i>	<i>from \$139</i>	<i>from \$149</i>

Facebook Landing Page Package includes: Profile Banner and Landing Page.

Facebook All-In-One Package includes: Profile Banner, 2-Stage Land Page.

## Website Graphics

1 design concept, up to 2 revisions, all text content supplied by the client, 1 high resolution stock image. Final Files: jpg and working file (if required).

Website Header	Website Banner Advertising (static)	Opt-In Form Graphic
<i>from \$40</i>	<i>from \$25</i>	<i>from \$55</i>

## Minisite Design

1 design concept, up to 2 revisions, all text content supplied by the client, 1 high resolution stock image. Final Files: jpg, (html where required) and working file (if required).

Minisite Graphics	HTML Minisite	WordPress Minisite
<i>from \$120</i>	<i>from \$165</i>	Contact Us

Minisite Graphics include: 1 x website header, 1 x website footer, 4 graphics (buy now, testimonial, guarantee + bonus image),

HTML Minisite includes: 1 x website header, 1 x website footer, 4 graphics (buy now, testimonial, guarantee + bonus image), html template with a moderate amount of formatting.

For Website Design services please see our **WordPress Info Sheet**.

## Document Formatting

(reports, proposals, ebooks, training guides, manuals etc)

## Packages

All document formatting packages include:

- Custom template with a consistent style and layout
- Microsoft Word format
- Linked table of contents for easy navigation and maintenance
- Custom header and footers
- Pagination on every page
- Formatting of text styles (body, headings, sub headings, bullet points etc)
- Correction of extra white space, mixed fonts, incorrect use of dashes
- Color schemes consistent with your company branding
- Bookmarks and hyperlinks
- Correct placement of images
- Compile your ebook into a PDF ready for distribution

### Basic \$115

1-25 pages\*, no tables/charts/diagrams or text boxes, 2 high quality stock images.

### Standard \$125

1-40 pages\*, up to 3 tables, up to 3 text boxes, 3 high quality stock images (no chart or diagram formatting).

### Standard Plus \$140

1-40 pages\*, up to 5 tables, up to 5 text boxes, 5 high quality stock images (no chart or diagram formatting).

### Premium Formatting \$165 + from \$1.45 per page

The following features can be included in our Premium service:

- Standard features (as mentioned above)
- Adobe Indesign† or Microsoft Word format
- Text box styling
- Table, chart and diagram styling
- Call out boxes or quote styling
- Tip icons and styling
- Drop caps
- Custom-styled layouts (landscape, wide margin)
- Chapter or Section Title pages
- Long lists of hyperlinks or extensive bookmarks
- Large amount of footnotes and/or references
- Landscape format (column layouts)
- Table of contents link on every page

All documents are to be sent to us for a custom quote. We will determine the cost based on the number of pages and the amount of formatting your document requires.

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## Document Formatting (cont.)

(reports, proposals, ebooks, books, training guides, manuals etc)

## Cover Design

## Document Conversion to Mobile Formats

ePub, Kindle & Smashwords formats

### Document Formatting Terms & Conditions

\*No. of pages preformatted. 12 pt font.

‡Conversion from Microsoft Word to Adobe Indesign format incurs a minimum \$65 conversion fee (fee based on document content and no. of pages).

**Image Sourcing:** All images are downloaded from [www.depositphotos.com](http://www.depositphotos.com). You are also welcome to send us images you would like included. Alternatively, we can download additional images for only \$8 each. Images can be downloaded from other stock websites, but they may incur a higher fee.

**Client to provide:** Final text in Microsoft Word format. Any specific ideas or requests they may have for the design of their document.

**Additional Charges:** Charges may apply if text is not supplied in **final format**.

1 design concept, up to 3 revisions, all text content supplied by the client, 1 high resolution stock image. Final Files: jpg and working file (if required).

Flat Ecover	Flat Ecover & 3D Ecover	Flat Back Ecover
\$80	\$120	\$40

### 3D Ecover Graphics

1 design concept, up to 3 revisions, all text content supplied by the client, 1 high resolution stock image. Final Files: jpg and working file (if required).

3D Ecover	Flat Ecover & 3D Ecover	3D Premium Graphic
\$55	\$120	\$90

Prices do not include professional formatting and are provided as a guide only. All conversion pricing is in US dollars and payment is required up-front. Documents are to be sent to us for a formal quote by our converting company.

**Level 1:** US \$0.55 – \$0.65 cents per page. This includes basic titles without major complexities. Examples: Fiction books, Memoirs and Histories.

**Level 2:** US \$0.75 – \$0.95 cents per page. This includes standard titles having a moderate amount of complexities in the body matter. Examples: Non-fiction, Business, Theology titles, and titles that require OCR conversion.

**Level 3:** US \$1.10 – \$1.80+ cents per page. This includes extraordinary titles with complex formatting on every page. Examples: Language manuals, Dictionaries, Bible commentaries, and complex titles that require OCR conversion.

# Standard Terms & Conditions



## Terms & Conditions

That's Creative! reserves the right to change any design rates and any of the Terms and Conditions at any time without prior notice. Please read these conditions before accepting quotes provided by That's Creative!

### Content

All content must be supplied by the client (unless otherwise specified). This includes the company logo and text content. To ensure we can design and format your document efficiently, all content must be supplied in FINAL format as delays and additional fees may apply.

### Changes to Initial Brief

If That's Creative! feels that any item requested by the client does not fit within the initial brief, the client will be notified immediately. The item will then be either quoted separately, or charged as an extra.

### Artwork Proofs

Proofs will be supplied in PDF format. Changes/edits can be made by commenting in the PDF or via email. A generous amount of revisions (3) is included in our pricing. When accepting artwork proofs, you are held **fully responsible** for accepting all content. This includes design, spelling, grammar and quantity. No responsibility will be accepted for errors in proofs approved by the Customer. Any changes to the design after the artwork has been approved, will incur a design fee.

### Printing

Our quotes do not include printing. We take all care and precautions when designing for print. No responsibility will be accepted for errors in proofs approved by the Client or errors caused by the printer. Your final accepted proof is what will be printed. Please check your documents thoroughly. **There will be no reprints at our expense.**

With all printing there may be some colour variations from what you have seen on screen, to what the final product looks like. This is due to the nature of CMYK printing and bulk-run printing system.

### Confidentiality

All information supplied to That's Creative! will be kept private and confidential. We acknowledge that documents we receive may contain sensitive information. These documents will be kept safely, securely and confidentially.

### Timeframe

We will advise the client on estimated turnaround times for projects. If you have a strict deadline please inform us **before** the project starts.

### Copyright

Upon successful completion of the design project, and full payment has been received from the Client, the Client will own full rights to the use, reproduction and any modifications to the designs completed in this project. Copyright of all existing logos and images supplied by the client are retained.

Unless otherwise agreed, That's Creative! may use a low resolution copy of the design as an example in our portfolio.

### Stock Images

All images and logos to be used for print material must be high resolution at 300 dpi. At minimum 72 dpi for web use.

### Royalty Free Images

All images downloaded by That's Creative! have Royalty Free Copyright. Royalty Free images can be used and modified for web designs, advertisements, powerpoint presentations, book covers and pages, CD covers and many more. Worldwide rights/unlimited projects up to 500,000 printed copies (unlimited online).

### Stock Images

If additional stock photography is required, That's Creative! can provide high quality stock images for AU\$8 per image from depositphotos.com (unless already specified in the quote).

### Guarantee

We guarantee that we will work with you to design a high quality product. If upon receiving our initial first draft (print design only), you are not happy with our design, you can choose to cease using our design service. Due to the nature of our work being time intensive, we cannot offer refunds on completed designs. We provide a friendly and affordable service and strive to gain our clients satisfaction.

### GST

That's Creative! is not required to charge GST.

## Payment Terms

### General Print Design

We do not ask for any money up-front. We invoice our clients once the project has been completed. For all projects, the client receives the final working files after full payment has been received. Completion of the project is when the final document has been approved.

### Outstanding Invoices

Invoices are due on receipt. If payment has not be received within 2 weeks of the invoice date, all future designs must be paid for up-front. That's Creative! reserves the right to charge 3% interest per week on any amounts not paid within 30 days of the invoice. All intellectual property rights remain with That's Creative! until payment has been received.

### General Website Design

25% of the cost of each Website Package is required before any design work is undertaken. Once design has been approved and the site is ready to go live, remaining 75% of invoice is payable before uploading files to the clients server.

### Retainer

You are welcome to pay for our design services in advance. We provide our clients with a monthly timesheet allocating the number of hours spent on each project.

### Progress Payments

For large or ongoing projects, progress payments are required.

### Payment Methods

We accept the following payment methods: Paypal (Credit Card, E-Check, Bank Transfer), Paymate (Credit Card), Bank Transfer (Australian).