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RATE CARD / TYPICAL*

PROJECT TYPE	DESIGN PHASE**	EDITS/FINALIZING	TOTAL TIME	COST
Brochure (small tri-fold)	4 hours	3 hours	7 hours	\$315
Brochure (8-page saddle-stitched)	8 hours	5 hours	13 hours	\$600
Print Ad (1/4 page)	1 hour	1 hour	2 hours	\$90
Print Ad (1/2 page)	2 hours	1 hour	3 hours	\$135
Print Ad (full page)	4 hours	2 hours	6 hours	\$270
Poster	4 hours	2 hours	6 hours	\$270
Trade Show Display (Large Wall Graphic)	8 hours	4 hours	12 hours	\$540
Logo Design (Large/Corporate) (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.)	4 hours (includes research, brainstorming, initial sketches and first round of electronic comps, based on approved sketch direction)	10 hours	14 hours	\$650
Web Ad, static	1 hours	1 hour	2 hours	\$90
Web Ad, animated/rotating	2 hours	1 hour	3 hours	\$135
Website Design Package	30 hours	20 hours	50 hours	\$2,250

Terms & Conditions: For new clients, Breedlove Design 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, Breedlove Design 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. Breedlove Design 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: Breedlove Design 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 Breedlove Design, 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 Breedlove Design.

*Prices shown are typical/ballpark and are subject to change. Please refer to your project's estimate.

**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.