



# OPEN CONTRACT 2014 RATE CARD

VENESSA LEWIS, A.P.R., OWNER  
25817 ROYAL BIRKDALE  
DENHAM SPRINGS, LA 70726  
225.664.0829 HOME OFFICE  
225.603.4229 CELL  
VENESSALEWIS@COX.NET  
WWW.LEWISGRAPHICDESIGN.NET

## PRINT RATES

<b>Logo Design</b>	
Corporate or long term use logo	\$500
Special event/promotion/short term/political logo	\$300
<b>Stationary</b>	
Letterhead	\$250
Envelope	\$200
Business Card	\$200
<b>Print Advertising</b>	
Half page or larger (any publication)	\$350
Smaller than half page (any publication)	\$300
Resize of any original design	\$100/each
<b>Newsletter</b>	\$150/panel
<b>Newsletter Template only</b>	\$100/panel
<b>Brochure</b>	\$100/panel
<b>Postcard/Pushcard</b>	\$150/side
<b>Signage</b>	
standard yard sign (18" x 24")	\$125
various larger sizes (banners, political signs, etc.)	\$150
Billboard	\$250
<b>Poster</b>	\$350
<b>Flyer</b>	\$250
<b>Pocket Folder</b>	\$400
<b>T-shirt</b>	\$250

**Specialty print projects** including but not limited to booklets, catalogs, point of purchase items, packaging, invitations, etc. will be quoted on a per project basis. Price will be based on layout characteristics similar to standard projects listed above.

## SOCIAL MEDIA RATES

<b>Page Development, Facebook, Twitter, YouTube</b>	\$250
(Includes initial content entry and up to 20 photos/custom background)	
<b>Social Media Page Management</b>	\$60/hour
<b>Wordpress BASIC Blog Setup</b>	\$300
(Includes account setup, custom header, background from available themes and widget setup)	
<b>Custom Wordpress Designed CMS Website</b>	(See website rates)

## TRAINING AND CONSULTING

<b>Adobe Software Product Training</b>	\$75/hour
(Individualized training on Adobe Photoshop, InDesign or Dreamweaver)	
<b>Graphic Design or Prepress Training/Consultation</b>	\$75/hour
(Design principles and strategy and/or preparing files for press web production)	

## TERMS OF SERVICE

### Pricing

-All prices based upon client supplied text. Excessive typing, copywriting, editing is additional and will be quoted accordingly.

-All project prices includes up to 4 drafts -- a first draft, 2 rounds of revised proofs and a final draft. Additional drafts will be billed at \$50 each.

-Work will begin upon the acceptance of terms and contract approval. A signed contract will be required for projects quoted over \$1000. Emailed contract approval accepted for projects under \$1000.

### Proofing

-Proofs will be provided through email as high res PDFs. The final collected press ready layout will be provided to client-selected print vendor or directly to the client on disk, by email or FTP upload.

-Work is not released to final print destination until written (emailed) final approval is submitted by client.

-A final PDF can be provided to client by request on disk for record keeping purposes. Native files available on request.

### Permissions

-All work is copyright of Lewis Graphic Design. Work is released to client upon payment for stated intentional usage and cannot be plagiarized/alterd or used for purposes other than original intent without written permission from owner, Venessa Lewis. Signed copyright transferral notice can be provided upon request.

### Pace

-Turnaround time varies based on workload but standard time for small print and web projects upon receipt of all necessary materials is 1 week. Larger print projects and website construction require 2-3 weeks and will be quoted accordingly.

-Completion deadlines will be provided per project and are based on client's request and cooperation in prompt response/feedback on drafts, etc. Lewis Design reserve the right to alter deadlines due to unforeseen circumstances that can hinder a timely design progress or compromise the integrity of the work.

### 3rd Party Vendors/Subcontractors

Lewis Graphic Design offers 3rd party print and mail vendor negotiation and oversight services upon request. Additional fees apply and are included in estimate per project.

### Good Faith Agreement

Lewis Design works very closely with each client to provide unique, high quality and functional design that is within a client's budget, timeline and requested project description. In almost every case, these goals are met and often exceeded, the client is invoiced and payment is prompt. However, in cases where we cannot reach an acceptable product based on creative differences and the client wants to terminate the contract, the client will be invoiced for 50% of work initiated to that point, insofar as all reasonable attempts to meet client specs and deadlines have been made in good faith on behalf of Lewis Design.

# PHOTOGRAPHY RATES

---

<b>On site/Event photography</b>	\$60/hour(Including travel time)
***Client keeps any/all pics from the shoot	
<b>Per item photo cost from stock/pre-shot photos</b>	\$20/picture

## WEB RATES

---

<b>Single item Web graphics/ads/banners/buttons</b>	\$100 (static ad/any size) \$250 (Flash ad/any size)
---	---

<b>Website Domain and Hosting Configuration fee</b>	\$200*
---	--------

\*Configuration fee covers me setting up your account through a valid web hosting/domain seller such as godaddy.com. Actual domain name charge and hosting fees will vary based on rate offered by vendor site and the type of plan that suits your needs and the availability of the domain name.

### Website Construction

Based on platform and specific client needs including but not limited to number of pages, special effects (Flash), copywriting, links, forms, graphic intensity, ongoing maintenance etc. Below are SAMPLE pricing for 2 types of available platforms. Website jobs will be quoted per project specifically after detailed discussion of client needs.

## **BROCHURE (STATIC HTML) AND CUSTOM WORDPRESS SITES**

with pre-purchased domain/host

### **BASIC Pages**

<b>1-10 page site</b>	\$150 per page
<b>11-25 page site</b>	\$140 per page
<b>26+ page site</b>	\$135 per page

### **Premium Add-Ons**

<b>Matching Blog Page</b> (to be included in primary navigation)	\$250
<b>Flash or rollover menus</b>	\$25 extra per page
<b>Flash Slideshow or Banner (up to 10 slides)</b>	\$200

<b>Ongoing Maintenance (Webmaster Services through Lewis Design)</b>	\$60/hour
All website maintenance is done through Adobe Dreamweaver.	

## **BIZZUKA CONTENT MANAGED SITE**

<b>Design Implementation*</b>	<b>Bizzuka</b>	<b>\$3690</b>
<i>Deploy/Kickoff/Review/Training</i>		\$1435
<i>Header</i>		\$615
<i>Navigation</i>		\$410
<i>Body Page</i>		\$820
<i>Sub Navs</i>		\$410

\*An implementation fee desposit will be required up front for Bizzuka.

<b>Individual Page Design/Content Population</b> (up to 20 Pages)	<b>Lewis Design</b>	<b>\$4000</b>
--	---------------------	---------------

<b>Monthly Hosting and Licensing Fee (yearly)</b> (Up to 18 components PLAN) \$150/month	<b>Bizzuka</b>	<b>\$1800/year</b>
---	----------------	--------------------

**NOTE:** Price includes edits to the site up to one week after initial launch date.  
All other edits or recurring maintenance or content upkeep will be billed at \$60/hour.  
Training is provided on the Bizzuka system so that the client will be fully capable of maintaining the site in house if they prefer....this is one of the many benefits of Bizzuka content management.