



## CREATIVE SERVICES PRICE LIST

**R**uddle Consulting specializes in full-service writing and design of publications such as printed and online newsletters/blogs, as well as brochures, ads, marketing collateral, sales fliers and websites.

We use flat, reliable, per-page or per-piece fees rather than hourly rates. Because we develop long-term relationships with all of our clients, we find that flat pricing makes budgeting highly reliable and encourages efficiency.

| <b>PRICE LIST: TURNKEY OR ON-GOING PROJECTS</b>  |   |  |
|--|---|--|
| <i>All prices based on standard 8.5"x11" page size.</i>  | <b>Printed newsletters, brochures, ads, postcards, etc.</b> | <b>Online newsletters, blogs, e-blasts, banner ads, websites, etc.</b> |
| Level A (concept/article development, research*, 100% writing/editing, premium layout, manipulation of stock or provided images, standard photography, final art, PDF)                             | first page \$600<br>subsequent pages \$400                  | first page \$500<br>subsequent pages \$300                             |
| Level B (help with concept/article development and research*, 33-67% writing/editing, standard layout, manipulation of stock or provided images, final art, PDF)                                   | first page \$400<br>subsequent pages \$250                  | first page \$325<br>subsequent pages \$250                             |
| Level C (editing, rewriting and proofreading of provided materials; standard layout; manipulation of stock or provided images; final art; PDF)   | first page \$300<br>subsequent pages \$200                  | first page \$250<br>subsequent pages \$150                             |
| Level D (proofreading, basic layout, manipulation of provided images, final art, PDF)  | first page \$200<br>subsequent pages \$125                  | first page \$200<br>subsequent pages \$100                             |
| Template & Training (Level A service provided in tandem with staff training to design and produce one finished edition to use as template in software of choice, and customized production manual) | first page \$800<br>subsequent pages \$600                  | first page \$800<br>subsequent pages \$600                             |
| Reimplementation in HTML (final PDF versions of print projects provided at no cost)  | \$50/page   | n/a  |

NOTE: When a new "look and feel" is required, we charge a **one-time additional creative fee** of \$300 to \$800 to develop one. The fee depends on the number and complexity of initial design concepts required to review and refine into the final branding and/or template. \***Research/writing** -- for most writing projects, we interview 1-2 primary sources and otherwise rely on secondary sources for information. If more extensive research is required, an additional fee may apply.

### ALA CARTE PRICING ("page" = 8.5x11 sheet)

|                                       |            |
|---------------------------------------|------------|
| Original Writing .....                | \$150/page |
| Research/Interviewing .....           | \$75/page  |
| Rewriting/Editing .....               | \$100/page |
| of Provided Materials                 |            |
| Proofreading of Provided Materials... | \$50/page  |
| Identity/Template Design .....        | \$500      |
| Premium Layout/Page Design .....      | \$250/page |
| Standard Layout .....                 | \$150/page |
| Basic Layout .....                    | \$75/page  |
| Standard Digital Photography .....    | \$25/pose  |
|                                       | \$75/trip  |

### PRICE DISCOUNTS

|  |      |
|--|------|
| (with annual agreement, credited every 4 editions) |      |
| Quarterly frequency (4x/year) .....                | 10%  |
| Bimonthly frequency (6x/year) .....                | 15%  |
| Monthly frequency (12x/year) .....                 | 20%  |
| Semimonthly frequency (24x/year) .....             | 35%  |
| Weekly frequency (52x/year) .....                  | 40%  |
| (standard discounts, credited on each project)     |      |
| Non-profit organization .....                      | 15%  |
| Low effort / no change pages .....                 | free |
| Marcom retainer/annual agreement .....             | 10%  |