

| Darrell Fraser
| design | marketing | branding | photography
| darrell@wowstudio.co.za
| +27 82 379 8370

DESIGN RATES 2011 / 2012

Adverts

For placement in newspaper or magazine:R 1 000

Annual Reports

• Design and layout, per page:R 950

Book covers

• Illustration:R 3 600

• Illustration and layout/design:R 4 500

Brochures

• Full colour, A4, single sided, folded:R 1 200

• Full colour, A4, double sided, folded:R 1 600

• Full colour, 2 x A4 (A3, folded), double sided:R 2 400

• Full colour, 4 x A4 (2 x A3, folded), double sided:R 3 200

• Full colour, 8 x A4 (4 x A3, folded), double sided:R 4 000

Business cards

• Design:R 800

• Extras (different names & numbers): (each)R 80

Calendars

• A4 folder Desk Calendar :R 1 200

• Customized calendars of any size – contact us for a quote

Caricatures

• Detailed, one person, full colour, A5 - A2:R 3 200

• Detailed, one person, full colour, small, for website or e-mail:R 1 200

• Detailed, one person, black line art, A5 - A2:R 1 200

• Detailed, one person, black line art, small, for website or e-mail:R 850

• Group, black line art, A5 - A2:R 3 200

• Group, black line art, small, for website or e-mail:R 1 200

Cartoons

• Full colour, 1 - 2: (each)R 800

• Full colour, 3 - 6: (each)R 500

• Full colour, 7 - 20: (each)R 400

• Full colour, 20 - 99: (each)R 300

• Full colour, 100 or more: (each)R 250

• Black line art, 1 - 2: (each)R 600

• Black line art, 3 - 6: (each)R 400

• Black line art, 6 - 20: (each)R 250

• Black line art, 20 or more: (each)R 200

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CD covers

- Front, inner sleeve, back and disc design (includes 1 hour studio photo shoot): ..R 2 000

Compliment slips

- Design:R 400

Display banners

- Display banner design for exhibition stand:R 1 600

E-mail

- E-mail design (HTML):R 800
- Header design (GIF):R 400
- Footer design (GIF):R 400

Event stationary

- Event invitation design:R 900
- Event programme design:R 900

Flyers

- A5 :R 800
- A4 :R 1 200
- DL :R 800

Folders

- Design, A4, simple, no business card slot, raised spine or raised pockets:R 900
- Design, A4, complex, with business card slot and/or raised spine and/or raised pockets:R 1 600

Letterheads

- Design for professional print:R 800
- Design (Word):R 800

Logos

- Logo design:R 1 200

Maps

- Map illustration:R 2 500

Menus for restaurants or coffee shops

- Menu design:R 1 600

Pamphlets

- Flyer design, full colour, A5, single sided:R 1 200
- Flyer design, full colour, A5, double sided:R 1 600

Photo manipulation

- Photo manipulation: R800/hour

Posters

- Poster design:R 1 200
- Poster design with caricature or illustration:R 3 600

Vector rendering

- Vector "tracing": R800/hour

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Websites

- Website design & development, ± 5-20 pages, search engine optimisation and submissions to free listings –R 7 800
NB: Flash and databases development will be quoted on separately.
- Web banner (static or animated GIF):R 800

Wine labels

- House wine label designR 1 200

TERMS AND CONDITIONS

"Mutual Respect Comes First"

Darrell Fraser "WOW Design Studio" - herein referred to as "The Designer"
and "The Client"

Below are the basic terms and conditions for any project created under the "The Designer" (t/a) name. Terms will also be stipulated in our agreement. Terms must be agreed to prior to start of project. Updates to this page can be made without notice. Please email any queries about the terms. "The Designer" is not registered for value added tax (VAT).

General

- Quotes and estimates are free of charge and you are under no obligation, until the quote is signed by you.
- Quotes are valid for 7 days from the date on the quote.
- Prices on estimates are not binding.
- A deposit of 50% is required. A project will only start after the quote is signed and the deposit paid.
- Completed artwork will be emailed to you or supplied on disk, depending on the size of the project
- Information (word/txt), as well as logos and artwork (photographs, illustrations, stock) to be used/adjusted must be electronically supplied, unless they are to be created as part of the project.
- Information (word / txt), to be used in artwork should be spell checked and be final when it reaches "The Designer"
- All artwork for print purposes must be supplied by "The Client" to "The Designer" in high res format, unless otherwise specified.
- Should "The Client" need "The Designer" to source stock photos/images to be used in a design project, "The Designer" will do so at an hourly rate of R200.00 (data connection and research time), and will be billed for separately. The downloaded photos / images will also be billed for separately to "The Client" depending on the price per image.
- Any additional work, author's corrections or ad hoc changes and updates will be charged at an hourly rate and will be quoted separately.
- Changes must be requested in writing (email).
- Please ensure you have the copy right for all material supplied. Under no circumstances will "The Designer", or any associates be held responsible for any copyright disputes.
- If it becomes clear that material was provided without the required copy right, changes to a project (to remove illegal content) will be at the client's cost. "The Designer" does not take any responsibility for content supplied without proper copy right whatsoever.
- The Date of Completion (DoC) of a project is affected by feedback and receiving of content and timelines will be adjusted accordingly.
- We cannot be held responsible for delays outside of our control, e.g. equipment failure, weather.
- "The Designer" has the right to use any designs created in promotional material for WOW Studio.
- Courier fees will be billed to the client.
- All work is done Cash on delivery (COD) unless otherwise stated.
- Interest of 10% per month will automatically be charged on all COD work not paid for within 7 days.
- Work in progress will be billed for monthly according to the amount of work that has been completed. This is payable within 7 days of statement date.
- If a project is cancelled at any time, all fees up to that point of work will be calculated and invoiced. This is payable within 7 days of invoice date.
- All work remains the property of "The Designer" and WOW Studio until final payment is received.
- CANCELLATIONS - Absolutely no refunds for cancellations after orders have been fully processed.

Graphic Design

- Images and logos supplied must be of high quality.
- Logos to be designed by "The Designer" :
 - o Client to provide a rough sketch of logo

- o If rough sketch cannot be provided, the client should give clear guidelines of intended logo
- Specific required colours must be supplied as Pantone and CMYK values.
- If Logos and branding already exists, these to be supplied by "The Client" to "The Designer" on disk in the following formats"
 - o Vector format
 - o Layered Photoshop format
- If the above formats cannot be supplied, and it deems necessary for "The Designer" to redesign / redraw the logo or any part of the branding, separate design rates will apply and be billed for separately.
- As "The Designer" do not handle printing, we will have no further involvement and you will enter into an agreement directly with the printer of your own choice.
- Should you, "The Client", require the studio to source quotes and work directly with printers, time spent will be charged at an hourly rate of R300.00 and will be quoted for separately.
- Contact details for your printer must be supplied at the start of the project. We can contact them for print requirements and ensure optimal design.
- A project will only be released once it has been proofed, signed and dated by "The Client". Therefore we take no responsibility for print errors.
- Screen colours and digital proofs can vary from litho printing. To ensure colour and print quality it is the client's responsibility to request a colour proof from the printers.
- The design time of a project will be billed for even if the client chooses not to print the project.

Photography

- Items for photography must be supplied to our premises.
- Items will not be returned, but can be collected after photography is complete.
- We are not responsible for any delays caused by circumstances outside of our control, e.g. the weather.
- When using stock photography you must comply with the artist/supplier's conditions.
- Photography does not include image manipulation. Any manipulation or editing requests will be quoted on separately
- When using our photography services, an hourly rate of R950.00 will apply, after which "The Designer" will supply the high res photos on DVD, without any watermarks.
- Photos by "The Designer" may not be used for reproduction of any other nature, except for "The Client's" marketing purposes.

Meetings

- Meetings and consultations (this includes telephonic) will be charged at an hourly rate of R200.00, due to productive time being used.
- Standard AA travel rates will be billed to "The Client" for any consultations, meetings and any travelling time "The Designer" may incur on behalf of "The Client"
- Email queries will be responded to free of charge.

"THE CLIENT"

SIGNATURE

DATE