

# Rate card: Early bird pricing

## Graphic design

### Logo design

Type only	<b>£200</b>
Type and graphic	<b>£400</b>

### Conceptual work

Branding	<b>from £300</b>
Sub-branding	<b>from £180</b>

### Stationery design

Business card	<b>£105</b>
Letterhead	<b>£60</b>
Compliment slip	<b>£60</b>

### Document design

4 page – A sized	<b>£120</b>
6 panel – DL sized	<b>£180</b>

### Flyer/Poster design

One-sided – A5	<b>£75</b>
Two-sided – A5	<b>£120</b>

## Web design

### Website design

Up to 15 pages fixed content	<b>£700 – £1500</b>
with CMS	<b>£3000 – £8000</b>

### Web banner

Static	<b>£60</b>
Animated	<b>£105</b>

### Email design

Static	<b>£105 – £240</b>
Responsive	<b>£175 – £390</b>

To take advantage of the preferential pricing please provide:

- the final text copy and any required pictures\*
- your corporate style guide or a sample document you would like to match for 'look an feel'.

Any custom artwork that you require (for example, infographics) will be quoted for at the time of submission.

If you have any questions or require a quotation please email: [design@pro4mula.com](mailto:design@pro4mula.com)

\* these can be sourced or created for you but may require additional cost

## Turnaround times

Two working day turnaround for each listed stationery designs, followed by two working day period of a maximum of three amendments.

Four week turnaround for basic HTML websites, maximum 15 pages. Additional time will be added for sites containing more than 15 pages.

Eight week turnaround for basic dynamic website development (CMS/database driven).

Two working day turnaround for each static web banner designs and static html emails, followed by two working day period of a maximum of three amendments.

One week turnaround for animated web banners and responsive emails, followed by two working day period of a maximum of three amendments.