



## 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 subsequent pages \$400	first page \$500 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 subsequent pages \$250	first page \$325 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 subsequent pages \$200	first page \$250 subsequent pages \$150
Level D (proofreading, basic layout, manipulation of provided images, final art, PDF)	first page \$200 subsequent pages \$125	first page \$200 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 subsequent pages \$600	first page \$800 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%