

Creative

Design / Web / Social / Email

Proposal of Services

The following services and pricing have been updated as of **January 2022**,
but are subject to change periodically.



IM Graphics

Professional. Creative. Solutions.

Contact Me

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Creative Collateral

Creative Collateral/Print and More. Creatively designed and original layouts for collateral pieces, such as brochures, flyers, advertisements, mailers, display graphics, presentations, banners, specialties, etc.

The following are all on-demand services - an estimate will always be provided for each requested project in order to maintain control of any budgetary concerns that you might have. Work files are available at additional cost - ask.

IM Graphics provides complete graphic design solutions
for all things print and digital.

To view examples of some of my work, please visit:

www.behance.net/imgraphicscmyk or www.instagram.com/imgraphicscmyk

Logo/Brand Development/Creation. Original creation of a brand identity or improvement of an existing one. Includes finalized art in vector and/or pixel formats (PDF, JPG, PNG) for your print and digital uses.

Corporate / Typographic logo identity design/original concept - starting at **\$864.00**

Brand schematic guidebook - starting at **\$216.00**

Logo recreation from existing client supplied artwork - starting at **\$360.00**

Annual Reports/Presentations. Creation/development of a multi-page report or improvement of an existing file. Includes press-quality and distributable PDF. Optional HTML flip-book available.

Pricing is on a per page layout basis at **\$72.00** each (*minimum \$360 invoice*)



Websites / Landing Pages

Wordpress Website / Landing Page(s). Creation/development of site layout. Usually designed to conform with creative print and/or social channels for consistency.

\$1296.00* initial 2-3 paged conceptual layout (*example: a Home page, an about us page, and a blog/news page*)

\$432.00* for landing page conceptual (*includes lead capture form*)

Final site to be invoiced at **\$144.00*** per page/segment/section from conceptual approval.

**Content Copywriting/Story Editing is NOT included - see below.*

Sites requiring advanced/pro plug-ins and/or particular customizations, eCommerce, donation forms, and/or include heavy imagery/content will be estimated independently.

Royalty free imagery available from multiple sources that we can recommend at discounted pricing and/or free.

Google Analytics Code - installed at no charge, including access to reporting site.

Hosting and Content Management Services on our host server which includes basic SSL, scheduled backups, routine monitoring, and site revision/updates - starting at \$36/mo.

Websites that utilize/share in our agency plug-ins may incur additional charges if/and/or when moved to third party host to cover out-of-pocket expense(s) and to maintain site functionality.

Content Copywriting for Website - starting at \$108.00/hr*

This service is generally estimated based on requirements of content needed for corporate content, news, stories, events, etc. - minimum obligation, flat rate/agreements available.

On-Demand Requests. For non-contractual clients, creative and/or content editing/updates our studio rate is \$72.00/hr*

**Invoiced in quarter hour increments after first half-hour.*

SEO Services Fully customized on-site SEO:

\$720.00 initial site setup and optimization for up to a 10 pages, additional pages **\$90.00**/each
SEO management plans available starting at **\$54.00**/month or on-demand.

Website design/development examples:

www.VolenCenter.com

www.AACY.org (GDUSA 2021 Web Design Award winner)

www.DonGiovanniCigars.com

www.HealthierTogetherPBC.org

www.NonprofitChamberPBC.org

www.JenniFrumer.com

www.FamiliesFirstPBC.org

www.RebeccaLynnHowardOfficial.com

www.Matrix-Z.com (GDUSA 2018 Web Design Award winner)

www.FreeHealthcareWPB.org (GDUSA 2020 web design award winner)

www.ULPBC.org (GDUSA 2020 web design award winner)



Social Media

Social Media Setup. Creation/development of social media visuals to match developed company imagery for brand consistency includes Facebook, Instagram, Twitter, LinkedIn, and YouTube. **\$432.00** initial set up. *Google My Business, Yelp! and others are additional.*

Social Media Posting/Monitoring. to/of Facebook, Instagram, Twitter, and LinkedIn which includes followups to comments as necessary and building likes and follows through invites. starts at **\$576/mo***. *YouTube, Google My Business, Yelp! and others are additional.*

Posting frequency is ideally scheduled for approximately 2 to 3 times per week.

We refine/optimize content provided by client and is scheduled for at least 2 weeks in advance.

Rushed posts will be additional/billable time. Content copywriting is available at additional cost - see on-demand below.

**Price is inclusive of digital static layouts (animation/video is additional)*

Holiday posts are NOT included - because this may be a touchy topic for some, depending upon industry, you must request any specific holiday(s) that you want highlighted as part of specific weekly postings ahead of time.

On-Demand Social

Creative graphics and/or posting - \$72/hr (*invoiced in quarter hour increments after first half-hour*)

Content/stories copywriting - starting at \$108/hr (*minimum obligation, flat-rate/agreements available*)

Additional Lead Generating Options. There are several ways to generate leads via the internet and social media. No one solution works for everyone via any specific outlet/platform, but all are for the purpose of increasing brand recognition. Here are a few suggestions...

Cross links/advertising with other business and industry online outlets - *free and/or paid options.*

Google ReMarketing: a basic info/worded banner ad which follows users across most social platforms and various websites - starts at \$360/mo and requires a 3 month minimum commitment.

Facebook Post Boosting: starting from \$1/day and can be directed toward followers, followers and friends, or targeting groups. *Minimum spend may be required.*

Twitter Promote Mode: automatically promotes tweets at random intervals - starts at \$100/mo.

Google Search Advertising (PPC/SEM): also known as pay-per-click, utilizes ads with more focused audience targeting via search feeds. - *If interested, contact us for a customized estimate.*

Surveys/Promos/Events: targeted "opt-in" and social lead generating option via your website, social, or email - *see Landing Pages, On-Demand Social and Email available options.*

Digital Marketing

EMail (EBlast) Marketing. Creatively designed and laid out HTML email newsletters with your provided relevant content, tips, etc. delivered to an existing customer email list and/or newly obtained (opt-in only email lists, usually collected from landing pages, social media, and website registrations).

E-newsletter/blast initial layout, including header/footer creation - **\$324.00**/set up fee

\$360/mo send once per week*

\$180/mo send once per month*

\$234/each send on-demand (*no commitment*)

**minimum 3 month commitment*

Above options are for sending up to 1500 email addresses - add \$18/per 500 additional addresses.

Email newsletter consists of up to 350 words and 5 images (*provided by client - excess content is additional*)

A basic report will be provided at completion of a campaign to include opens and click throughs, etc.

Optional: Content/Stories Copywriting - see On-Demand Social pricing

Google Re-Marketing/Search Advertising Services

Re-marketing banner ads starting at **\$360.00/mo** (*dependent upon traffic*) with **\$180.00**/set up fee.

Search campaigns (PPC) - are "ads" displayed above/below the search results first page - custom estimated.

Online/Digital Ad Layouts. Whether you cross advertise with other websites, or place managed ads throughout social media, these meet most applications for desktop and mobile.

Note that you can set up ad/boost budgets as low as \$1/day via Facebook/Instagram which may be helpful to draw targeted traffic to your page(s) or website.

Regardless of who provides the ad placements, we can create customized layouts for your business. Some of the most common ads are provided as static JPGs or minimally animated GIFs for the following industry standard ad sizes: 728x90, 160x600, 300x250, 300x100, etc.

\$63.00 static JPG

\$162.00 animated GIF (*up to 5 slides/frames*)

\$72/hr* video editing/conversion (client supplied media, text/graphic overlays, splicing, audio, etc)

(royalty free content/video clips are available at additional cost) Pricing is per layout.

**invoiced in quarter hour increments after first hour*

Need a different sized ad or specification? *Contact us for a no-obligation estimate.*