

# Creative

Design / Web / Social / Email

## Proposal of Services

The following services and pricing is updated as of **January 2023**,  
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, banners, display graphics, presentations, wearables, specialties, etc.

*Due to the customized and on-demand nature of such projects, each request will be provided with an estimate for the purpose of maintaining control of any budgetary concerns that you might have.*

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

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

[www.imgraphics.net/our-work](http://www.imgraphics.net/our-work)

**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 **\$936.00**

Brand schematic (type/colors/use) guidebook - starting at **\$378.00**

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*)

**Creative Services/Consultation.** Complete graphic design services for all things print and digital.

Most projects are flat-rate estimated, however we do offer an hourly rate of \$72.00 for specific requests and are invoiced in quarter hour increments after the first half hour.



# Websites / Landing Pages

**Wordpress Website** creation/development using Elementor(Pro) page builder and other necessary plugins as part of our agency collective license with agreement. *Non-contract pricing available upon request.*

Starting at **\$1440.00\*** for initial 2-3 paged conceptual layout (*example: Home, About, Blog/News*)

**\$576.00\*** for landing page conceptual (*final production will include lead capture form*)

Final production to be invoiced at **\$234.00\*** per page/segment/section from conceptual approval.

*\*Content Copywriting/Story Editing is NOT included. Additional layouts/multiple sets of revisions are billable.*

**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 Service** on our host server which includes basic SSL, scheduled backups, routine monitoring, and site revision/updates - starting at \$39/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 company culture, news, stories, events, etc. - minimum obligation, flat rate budgeted options available.*

**On-Demand Requests** - creative and/or content editing/updates, at \$72.00/hr\*

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

*Advance pre-paid, non-accrual, monthly agreement rates are available.*

## **Website Search Engine Optimization (SEO)**

**\$792.00** initial site setup and optimization for up to a 10 pages, additional pages **\$90.00/each**

Monthly SEO management available starting at **\$54.00/month**

Website design/development examples:

[www.VolenCenter.com](http://www.VolenCenter.com)

[www.AACY.org](http://www.AACY.org) (GDUSA 2021 Web Design Award winner)

[www.DonGiovanniCigars.com](http://www.DonGiovanniCigars.com)

[www.HealthierTogetherPBC.org](http://www.HealthierTogetherPBC.org)

[www.NonprofitChamberPBC.org](http://www.NonprofitChamberPBC.org)

[www.JenniFrumer.com](http://www.JenniFrumer.com)

[www.FamiliesFirstPBC.org](http://www.FamiliesFirstPBC.org)

[www.RebeccaLynnHowardOfficial.com](http://www.RebeccaLynnHowardOfficial.com)

[www.Connect2Greatness.org](http://www.Connect2Greatness.org)

[www.Matrix-Z.com](http://www.Matrix-Z.com) (GDUSA 2018 Web Design Award winner)

[www.FreeHealthcareWPB.org](http://www.FreeHealthcareWPB.org) (GDUSA 2020 web design award winner)

[www.ULPBC.org](http://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.

**\$504.00** 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 **\$648/mo\***. *YouTube, Google My Business, Yelp! and others are additional.*

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

*We design, layout, refine, and optimize the content provided by client then scheduled 2 weeks in advance to posting.*

*Rushed posts will be additional/billable time. Content creative and/or copywriting is available - see on-demand pricing below.*

*\*Price above 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 in advance any specific holiday(s) that you want highlighted as part of specific weekly postings or be invoiced independently.*

## On-Demand Social / Content Creative

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 budgeted options available*)

**Additional Lead Marketing 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 - *see next page*

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

**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 - *on-demand or on-going options are available.*

# Digital Marketing

**EMail Newsletter (EBlast) Marketing.** Creatively designed and laid out HTML emails with your relevant content, tips, etc. delivered to an existing customer/opt-in only email list, includes typesetting and layout.

\$936/mo send once per week (*non-consecutive 10 week commitment, must use within 6 months of buy*)

\$468/mo send once per month (*consecutive/non-accrual 3 month commitment*)

\$576/each send on-demand (*no commitment*)

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

Email newsletter consists of up to 400 words and 6 images - *addresses and content to be provided by client*

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

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

## Google Re-Marketing/Search Advertising.

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

*Requires a minimum 3 month commitment.*

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, 300x250, 320x100, ...etc.

\$36.00 static JPG

\$81.00 (slide-style) animated GIF (*up to 5 frames*)

*Smooth transition between frames add \$18*

*Additional frames \$9/per frame*

\$72.00/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.*

*Additional services to above:*

*Image collages using 2 or 3 images on a single frame - \$3.00/per collage*

*Silhouette photo - removal of background of an image - \$9.00/per photo*

*Image alteration - such as changing color of a shirt/tie - \$3.00/per photo*

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