

Indicative design charges

Document type	Simple <i>A few jobs</i>	Medium <i>Most jobs</i>	Complex <i>Some jobs</i>
	- Doesn't deviate from template, or uses one of our standard merchandise items - Ample time is available in the schedule - Text is prose or very simple data with no tables - Single or very few suitable images of sufficient quality picked or supplied by client - Client has provided a clear brief and visual mockup which can easily be achieved within brand guidelines - Short and therefore doesn't require a lot of artworking time	- Is mainly based on one of our templates, or uses one of our standard merchandise items - Enough time is available to schedule the work - Is mostly running text but has a few pullout boxes or tables - Multiple images in a grid, lots of image research, or a bespoke diagram is required - Medium amount of text so a bit more artworking time is required	- Deviates significantly from template, no template is available or non-standard merchandise is required - Time in the schedule is tight - Text is multiple different sections, has lots of data or tables eg. magazine - Many images, lots of Photoshop work or full bleed images with text over are required - Special cutter, UV or metallic elements are required - Extra work is required to make PDF version eg. from brochure-folder - Large amount of text (possible text edits required) so lots of artworking time is required
A6 postcard	Single-sided £45 Double-sided £60	Single-sided £90 Double-sided £120	Single-sided £120 Double-sided £180
1/3 A4 (DL) flyer	First page £45 Each additional page £30	First page £90 Each additional page £45	First page £120 Each additional page £60
A5 flyer	Single-sided £60 Double-sided £90	Single-sided £90 Double-sided £120	Single-sided £120 Double-sided £180
A4 flyer	Single-sided £90 Double-sided £120	Single-sided £120 Double-sided £180	Single-sided £180 Double-sided £240
Poster (A4 upwards)	£60 Bus stop poster conversion £15	£120 Bus stop poster conversion £20	£240 Bus stop poster conversion £25
A5 booklet (with front and back cover)	First 4pp £180 Each additional 4pp £120	First 4pp £240 Each additional 4pp £180	First 4pp £300 Each additional 4pp £240
A4 booklet (with front and back cover)	First 4pp £240 Each additional 4pp £180	First 4pp £300 Each additional 4pp £240	First 4pp £360 Each additional 4pp £300
A5 subject brochure	First 4pp £240 Each additional 4pp £180	First 4pp £300 Each additional 4pp £240	First 4pp £360 Each additional 4pp £300
A4 subject brochure	First 4pp £300 Each additional 4pp £240	First 4pp £360 Each additional 4pp £300	First 4pp £420 Each additional 4pp £360
210 x 210 booklet	First 4pp £360 Each additional 4pp £300	First 4pp £420 Each additional 4pp £360	First 4pp £480 Each additional 4pp £420
Custom format booklet	First 4pp £420 Each additional 4pp £360	First 4pp £480 Each additional 4pp £420	First 4pp £540 Each additional 4pp £480
Folder	Single-sided (outside only) £120 Double-sided £180	Single-sided (outside only) £180 Double-sided £240	Single-sided (outside only) £240 Double-sided £280
Folder-brochure	Single-sided folder plus 4pp £300 Double-sided folder plus 4pp £360 Each additional 4pp £180	Single-sided folder plus 4pp £420 Double-sided folder plus 4pp £480 Each additional 4pp £240	Single-sided folder plus 4pp £540 Double-sided folder plus 4pp £600 Each additional 4pp £300
A1 subject poster	£90	£120	£180
A4 form	First page £120 Each additional page £60	First page £180 Each additional page £90	First page £240 Each additional page £120
CD cover	Single-sided £30 Double-sided £45	Single-sided £45 Double-sided £60	Single-sided £90 Double-sided £120
Construction site hoarding	£90	£120	£180
Pullup banner	£120	£180	£240
Full-page advert	£90	£180	£360
Half-page advert	£60	£120	£240
Quarter-page advert	£45	£90	£180
Amendments to existing documents	Charged at a rate of £60 per hour on a case-by-case basis		

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