



One Fresh Approach  
To Graphic Design

# MARKETING PROJECTS PLANNING

To help you effectively schedule and budget for your annual marketing needs, we've put together this rough guide to planning and pricing marketing projects. In this guide, you'll find pricing for design projects—with printing (in typical quantities) and without printing. Also included are typical time frames for each project, which will help you develop your marketing schedule.

Planning is essential. To determine your schedule, you should work backwards from your mail or distribution date, adding in print time, design time and any additional time your firm needs for the bidding process. On some projects, this can be several months' lead time! We typically ask our clients to either write and revise a draft of copy, or hire a copywriter. If the copy comes to us in its final form, the production time of the design process is cut dramatically—saving you time and money.

Project	Design Time	Print time
Full-page ad design, concept to execution	1-2 weeks	1-2 mos.*
Full-page ad, production/changes only	3-4 days	1-2 mos.*
Jumbo postcard	1-2 weeks	7-10 days
8.5 x 11 2-sided data sheet/mailer/invite	.2 weeks	7-10 days
11 x 17 mailer/brochure	.2 weeks	7-10 days
Multi-page brochure (8 pages)	.1 working day per page	14 days
Web site development (per page)	1-2 working days per page	n/a
Web banner or logo ads	.1 week	n/a
Logo design	.2-4 weeks	n/a
Stationery package	.1 week	7-10 days
Poster/large sized mailer	1-2 weeks	14 days
Packaging	.2-3 weeks	1 month
Calendars	.4 weeks	1 month
Publications (32 pages and up)	.4 weeks for design only	1 month**

\* Most publications have a lead time of 1-2 months for the issue date, so June books come due in April.

\*\* For initial designed issue—most pubs are on a monthly or bi-monthly schedule, and print time reflects that.



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# MARKETING PROJECTS PRICING

So you can effectively budget for your annual marketing needs, we've put together this rough guide to pricing marketing projects. At Tria, we believe each client's communications needs are unique. We generally meet with you to go over your goals and budget, and then we tailor your design project to your needs. These project prices are only a guideline based on averages we've developed over the years. Prices reflect typical design fees, camera-ready art on disk, and printing where applicable. Other expenses (courier, FedEx, photography, etc.), are not included.

Project	Price range	Quantity
Full-page ad design, concept to execution	\$.1100-2500	1
Full-page ad, production/changes only	\$.450-600	1
Jumbo postcard up to 6 x 9	\$.2000-3000	2500
8.5 x 11 2-sided data sheet/mailer/invite	\$.1800-2750	2500
11 x 17 mailer/brochure	\$.2300-3100	2500
Multi-page brochure (8 pages)	\$.3500-10,000	2500
Web Site development (design template, home & sub pg)	\$.1500-3000	1*
Web site development, fully implemented	\$.4000-6000	20 pgs*
Includes template design, 15-20 pgs, training for in-house staff		
Logo design	\$.1500-2500	N/A
Stationery system (letterhead, envelope, business card)	\$.2900-4500	1000
Trade show exhibit design (up to 10 x 10 pop-up exhibit)	\$.2500-6000	1
Poster/large sized mailer up to 18 x 24	\$.2800-4800	2000
Packaging design, retail usage	\$.2000-4000	Quoted separately
Calendars	\$.2000-3500	Quoted separately
Publications (32 pages and up)	\$.7,000+	Quoted separately

Note: Includes concept, design, camera ready on disk, printing of typical quantities, and print supervision of each project. These are not exact quotes, and prices may change without notice. New projects will be individually quoted.

\*Does not include custom programming for e-commerce, etc., which are estimated separately.



O n e F r e s h A p p r o a c h  
T o G r a p h i c D e s i g n

## D E S I G N P R I C I N G

Some clients prefer to work with their existing printers. We can work with your printer on all projects. These prices reflect average design, with camera-ready art provided on disk. Printing, and other expenses (courier, FedEx, photography, etc.), are not included.

Full-page ad design, concept to execution	.....\$1100-2500
Full-page ad, production/changes only	.....\$450-600
8.5 x 11 2-sided data sheet/mailer	.....\$1000-2100
8.5 x 11 single sided brochure template (without copy)	.....\$500-900
Jumbo Postcard up to 6 x 9	.....\$800-1200
11 x 17 mailer/brochure	.....\$1200-2500
Multi-page brochure (8 pages)	.....\$1800-3200
Web site development home and sub page, design template	.....\$1500-3500*
Web site development, fully implemented	.....\$4000-6500*
Includes design templates, content up to 20 pgs, training for in-house staff	
Logo design	.....\$1500-2500
Stationery system (letterhead, envelope, business card)	.....\$1200-1800
Trade show exhibit design (up to 10 x 10 pop-up exhibit)	.....\$1000-3000
Poster/large sized mailer	.....\$1500-3500
Catalog (12-24 pages)	.....\$3800-6000
Packaging design, retail usage	.....\$2000-4000
Calendars	.....\$2000-3600
Publications (32 pages and up)	.....\$7,000+

Note: Includes concept, design and camera ready on disk for each project. These are not exact quotes, and prices may change without notice. New projects will be individually quoted.

\*Does not include custom programming for e-commerce, etc., which are estimated separately.