

Creative

Design / Web / Social / Email

General Proposal of Services

The following services and pricing is updated as of **February 2025**,
but are subject to change periodically and without notice.



IM Graphics

Professional. Creative. Solutions.

Contact Me

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Creative Collateral

Creative Collateral/Printing and More. Creatively designed and original layouts for collateral pieces, such as brochures, flyers, advertisements, banners, display graphics, presentations, 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, digital, and web.

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

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/pixel formats (PDF, SVG, JPG, PNG) for your print and digital uses.

Identity design/original concept, optional schematic (type/colors/use) guidebook - from **\$2800.00**

Logo recreation from existing low quality artwork with basic brand guidelines - from **\$560.00**

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

Pricing for standard 8.5" x 11" format **\$180.00** set up, then **\$72** per page (*minimum 4 pages*)

Optional HTML interactive flip-book available.

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 half hour increments.



Websites / Landing Pages

Wordpress Website creation/development using Elementor(Pro) page builder and other plugins as part of our agency collective license with agreement on our host server. *Independent pricing available upon request.*

Starting at **\$1400.00*** for initial 2-3 paged conceptual layout (*example: Home, About, Blog/News*)

\$560.00* for landing page conceptual (*final production will include lead capture form*)

Final production to be invoiced at **\$240.00*** per page/segment/section from conceptual approval.

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

Sites requiring advanced/pro plug-ins and/or particular customizations, eCommerce, donation forms, and/or include heavy imagery/content will be assessed for additional billing.

Royalty free images available from multiple sources that we can recommend at free or discounted pricing.

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

Requires a gmail serviced email account

Hosting and Content Management Service on our host server which includes basic SSL, routine backups, base monitoring, and site revision/updates - from \$90/mo

Rate is non-accrual and part of a monthly agreement. Websites that share in our agency plugin collective may incur additional charges when moved away to a third party host.

Content Copywriting for Website - from \$118.00/hr

This service is generally estimated based on requirements of content needed for company culture, news, stories, events, etc. - minimum obligation may be required, flat rate pricing options are available.

Search Engine Optimization (SEO) - from \$120.00/pg

This is an optional one-time or ongoing service offering - for on going options please ask for further details.

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

**Invoiced in half-hour increments.*

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

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.Connect2Greatness.org

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)

www.WaysideHouse.net



Social, Email, and Print Design and Marketing Package options

The following options require a 3 month paid commitment, after which invoicing will be month to month until cancelled.

STARTER: \$2160/mo*

- Social media updated across platforms to meet brand consistency (*available independently \$650*)
- Social media posting 1x's weekly - this includes Facebook, Instagram, LinkedIn (*others are additional*)
- Boost social managed ads - *up to \$20/mo (divided across platforms)*
- E-Newsletter send-out to client email list 1x's monthly (*see eblast details for restrictions*)
- 5x7 Postcard mailer sent monthly to your client list - *up to 1000 addresses, does not include postage*

PROFESSIONAL: \$3600/mo* / everything in "BASIC" and...

- Social posting increased up to 3x's weekly
- Boost social managed ads - *up to \$80/mo (divided across platforms)*
- Social page monitoring, updating, and responding as needed
- Industry related news posting to website 1x month

EXECUTIVE: \$8340/mo* / everything in "PROFESSIONAL" and...

- Google Ads Re-Marking service
- Boost social managed ads - *up to \$160/mo (divided across platforms)*
- E-Newsletter send-out increased up to 2x's monthly
- Website SEO audit and analytics reporting
- Site accessibility and optimization upgrade

NOTE: Media content is provided by client unless otherwise additionally subscribed.

Original copywriting/content creation with AI assistance available starting at \$72/hr

We design, layout, refine, and optimize the content provided by client with scheduling/approvals in advance of posting.

ON-DEMAND Social / Content Creative

minimum obligation may be required at time of request

- Creative graphics and/or posting - \$72/hr
- Content/stories copywriting - starting at \$118/hr

**Unused services do not roll-over or accrue.*

Increased volume of digital ads, mailers, e-newsletters, social posting, etc. are available at additional pricing.

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.

\$960/mo send twice monthly *(3 month commitment)*

\$480/mo send once per month *(3 month commitment)*

\$600/each send on-demand

Send to up to 1500 email addresses + \$36/per 500 additional addresses.

EBlast consists of up to 400 words and 6 images - *opt-in list and content provided by client.*

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

If you need us to provide content/stories copywriting/images - see On-Demand Social pricing

Google Re-Marketing/Search Advertising.

- Re-marketing banner ads from **\$1700.00/mo** *(web traffic dependent).*

Requires a 3 month paid commitment, after which invoicing will be month to month until cancelled.

- Search campaigns (PPC/SEM) - *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.

\$72.00 static JPG

\$172.00 slide-show or transitional animated GIF *(up to 3 frames)*

Additional frames/transitions \$24/each

Royalty free images/clip art available at additional cost

Pricing is per layout.

Photoshop imaging requests invoiced at hourly rate of \$72 in half-hour increments

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

Standard production turnaround is approximately 2 business days after receipt of request.

Rush service (when available): call for pricing

Other Considerations

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.

Google Search Advertising/Marketing (PPC/SEM): also known as pay-per-click or search engine marketing, utilizes ads with more focus on audience targeting and search feeds.

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.*

If interested in any of the options above, do not hesitate to contact us for an estimate.

Exclusivity

SCHEDULED DAY RATE: Graphic Design/Art Direction/Consultation - from **\$1440/day**

I will clear my schedule for whatever creative project you require my services for print or digital with full exclusivity for up to 8 hours. Remote or in-person and multi-day rates available.

- Must be scheduled at least 6 business days in advance with a non-refundable deposit

pricing does not include travel if required

no refunds for cancellations or rescheduling

