

Indicative design charges

Document type	Simple <i>A few jobs</i>	Medium <i>Most jobs</i>	Complex <i>Some jobs</i>
	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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 £52.50 Double-sided £70	Single-sided £105 Double-sided £140	Single-sided £140 Double-sided £210
1/3 A4 (DL) flyer	First page £52.50 Each additional page £35	First page £105 Each additional page £52.50	First page £140 Each additional page £70
A5 flyer	Single-sided £70 Double-sided £105	Single-sided £105 Double-sided £140	Single-sided £140 Double-sided £210
A4 flyer	Single-sided £105 Double-sided £140	Single-sided £140 Double-sided £210	Single-sided £210 Double-sided £280
Poster (A4 upwards)	£70 Bus stop poster conversion £20	£140 Bus stop poster conversion £25	£280 Bus stop poster conversion £30
A5 booklet (with front and back cover)	First 4pp £210 Each additional 4pp £140	First 4pp £280 Each additional 4pp £210	First 4pp £350 Each additional 4pp £280
A4 booklet (with front and back cover)	First 4pp £280 Each additional 4pp £210	First 4pp £350 Each additional 4pp £280	First 4pp £420 Each additional 4pp £350
A5 subject brochure	First 4pp £280 Each additional 4pp £210	First 4pp £350 Each additional 4pp £280	First 4pp £420 Each additional 4pp £350
A4 subject brochure	First 4pp £350 Each additional 4pp £280	First 4pp £420 Each additional 4pp £350	First 4pp £490 Each additional 4pp £420
210 x 210 booklet	First 4pp £420 Each additional 4pp £350	First 4pp £490 Each additional 4pp £420	First 4pp £560 Each additional 4pp £490
Custom format booklet	First 4pp £490 Each additional 4pp £420	First 4pp £560 Each additional 4pp £490	First 4pp £630 Each additional 4pp £560
Folder	Single-sided (outside only) £140 Double-sided £210	Single-sided (outside only) £210 Double-sided £280	Single-sided (outside only) £280 Double-sided £350
Folder-brochure	Single-sided folder plus 4pp £350 Double-sided folder plus 4pp £420 Each additional 4pp £210	Single-sided folder plus 4pp £490 Double-sided folder plus 4pp £560 Each additional 4pp £280	Single-sided folder plus 4pp £630 Double-sided folder plus 4pp £700 Each additional 4pp £350
A1 subject poster	£105	£140	£210
A4 form	First page £140 Each additional page £70	First page £210 Each additional page £105	First page £280 Each additional page £140
CD cover	Single-sided £35 Double-sided £52.50	Single-sided £52.50 Double-sided £70	Single-sided £105 Double-sided £140
Construction site hoarding	£105	£140	£210
Pullup banner	£140	£210	£280
Full-page advert	£105	£210	£420
Half-page advert	£70	£140	£280
Quarter-page advert	£52.50	£105	£210
Amendments to existing documents	Charged at a rate of £70 per hour on a case-by-case basis		

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