



ADVERTISING + CREATIVE SERVICES AGENCY RATES BOOKLET 2019-2020

haberdäsh

DESIGN

AGENCY SERVICES

Print Advertising

Print advertising involves displaying graphical information in a printed medium such as a newspaper, magazine, or trade journal. This encompasses everything from media with a very broad readership base, such as a major national newspaper or magazine, to more narrowly targeted media such as local newspapers and trade journals on very specialized topics.

Web Design

The intent of web design is to create a collection of electronic documents and applications that rest on a server and are called upon to display information in the form of web pages to the end user upon request. Code and images are organized and traced on the server for search engine optimization and overall site performance optimization.

Search Engine Optimization

Search engine optimization (SEO) is the process of improving the visibility of a website or a web page in search engines via the “natural” or un-paid (“organic” or “algorithmic”) search results. In general, the earlier (or higher on the page), and more frequently a site appears in the search results list, the more visitors it will receive from the search engine’s users. SEO may target different kinds of search, including image search, local search, video search, academic search, news search and industry-specific vertical search engines. As an Internet marketing strategy, SEO considers how search engines work, what people search for, the actual search terms typed into search engines and which search engines are preferred by their targeted audience. Optimizing a website may involve editing its content and HTML and associated coding to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines. Promoting a site to increase the number of backlinks, or inbound links, is another SEO tactic.

Branding and Corporate Identity

Commercial businesses often seek to generate increased consumption of their products or services through branding, which involves the repetition of an image or product name in an effort to associate related qualities with the brand in the minds of consumers. Different types of media can be used to deliver these messages, including traditional media such as newspapers, magazines, television, radio, outdoor signage, direct mail and even new media such as websites and email marketing.

Print + Web Ads

Haberdäsh Design provides design, code and production for print and web advertising on a schedule developed with an Account Director.

Project Estimates Quote

After initial meetings for discussing and gathering project specifications, a quoted estimate will be developed for the cost of production. If a project exceeds the estimated timeframe and budget (see below), the client is notified before continuing further and renegotiate and approve costs for completion.

Budget + Redesigns

The budget is predetermined by your goals and all media placements or web space is purchased by the agency and reimbursed by the client, unless managed by the client. No purchases are made without authorization and all design is subject to the design and proof process. Any redesign is requested with additional production costs applied for the new approach.

Design Concept + Proofs

A project will pass from the design team to art direction and then proofreading to catch all possible errors in information provided. Style is also double checked to assure it follows proper guidelines along with press and client specifications.

Client Approval + Corrections

All projects must be approved by the client in order for the job to be completed and sale final. After internal proofing is complete, together we revise up to three rounds of any major revisions and minor fixes to complete the project.

Agency Rates

Hourly rates plus additional rates and fees that apply throughout various design projects based on complexity and deadlines.

Production + Billable Hours

Hourly rates apply to a quoted project at \$75 for the first hour and \$50 each additional hour. This includes concept, design, building, proofreading and pre-production labor.

Printing Costs

Haberdäsh Design has an extensive printing network and will quote the most affordable bulk printing costs to all direct mail and in-house material.

Shipping/Mailing Fees

Additional fees apply for shipping and mailing final projects or direct mail to a location with post office or courier mailing and shipping rates.

Media Placement Planning

Media placements are added on as direct reimbursement from the media group/publisher.

Web Design Rates

Web sites begin at \$100/page for initial development and hourly rate maintenance following production rates above for the estimate of the project. Monthly maintenance may be applied as a retainer rate based on total hours needed per month for one year or on an hourly rate above upon request.

Search Engine Optimization Rates

Initial setup and connection of a web site for search engine optimization purposes is \$250. Afterwards, all work follows the hourly rates above.

