



ADVERTISING + CREATIVE SERVICES AGENCY RATES BOOKLET 2022

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## **AGENCY SERVICES**

### ***Graphic Design***

Graphic design is a craft where one creates visual communications by applying a visual hierarchy, page layout techniques, typography, and imagery to focus on the logic of displaying elements in interactive designs and optimize the user experience.

I specialize in developing conceptual designs and campaigns for web marketing materials. I've worked with QuarkXPress in the past and currently Adobe InDesign, Illustrator, Photoshop, and several other tools in the Creative Cloud Suite.

### ***Web Development***

The intent of web development is to translate user interface and experience designs and create a collection of documents and applications that rest on a server and are called upon to display information while providing a user-friendly interface.

Predominantly, I work with HTML5/CSS3 in a Javascript, API, and Markdown (JAMstack) development framework. I'm proficient with Javascript, jQuery, React, JSON, and SASS/SCSS. Other languages such as ASP.net and PHP are also frameworks I currently support. I automate and utilize tools such as NPM, Gulp, Git, and work on databases like MongoDB or with SQL for WordPress.

### ***Search Engine Optimization***

Search engine optimization (SEO) is the practice of increasing the quantity and quality of traffic to your website through organic search engine results. The higher visibility your pages have, the more chances of prospective and existing leads to your business.

All the basics of setting up SEO and working with marketing teams to adjust web development and design to accommodate new promotional information and implement tags, keywords, and SEO site structure. Integrating Google Analytics with existing ReactJS, SharePoint, or external website frameworks as well as advanced analytics tags. Organize dashboards, implement complex targeted clicks, tracking, etc.

### ***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.

## **AGENCY SERVICES cont'd...**

### ***UI / UX Design & Consultation***

Creating and animating SVG graphics. Utilizing 12-column structures for designing websites, applications, or interactive elements with or without frameworks such as Bootstrap. Styling custom elements for SharePoint webparts. Discovery processes for finding what we can and cannot implement on a client server structure. Help plan timelines for UI / UX elements.

### ***Microinteractions & Interactive Elements***

Small or large SVG animations and integrated videos. These can range from special treatments of buttons to interactive videos with table of contents and jump links. Scrolling infographic pages that come to life. Special effects for website elements.

### ***Gamification and Interactive Infographics with Data & Databases***

All of the above may be implemented into a gamification strategy, hosting, scripting, animations, data, and analytics may be saved securely and accessed. Assist the process from concept to completion to help implement modern technology for faster interactive elements.

## **Print + Web Ads**

*Haberdash 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.*

### **Design / Production + Billable Hours**

Hourly rates apply to a quoted project at \$150 for the first hour and \$75 each additional hour. This includes concept, design, building, proofreading and pre-production labor.

### **Printing / Hosting Costs**

Haberdash Design has an extensive printing network and will quote the most affordable bulk printing costs to all direct mail and in-house material. With a variety of hosting options, we can provide options to host progressive web applications and APIs.

### **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 Development Rates**

Web sites begin at \$150/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 \$300. Afterwards, all work follows the hourly rates above.



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