



**Comparative Fees¹ for
Business Branding &
Collateral Advertising Design**

	Complex	Average	Simple
Corporate Identity			
100% original, graphic design logo for your company	\$900	\$450	\$180
Press or Media Kit			
For design of a basic kit including cover or folder, letterhead of text and formatting for other insert material	\$2400 – 10000	\$1500 – 7500	\$855 – 6000
Product and Service Catalog			
For design of a basic catalogue (12 pages at 8.5 x 11)	\$35000 – 150000	\$8000 – 10000	\$750 – 5000
Brochure Design			
For design of a basic brochure (4+ colors)	\$30000 – 150000	\$3000 – 100000	\$900 – 6500
Stationery System			
For design of a basic card & letterhead (4+ colors)	\$9000 – 36000	\$2000 – \$8000	\$450 – 5000
Newsletter/eNewsletter Prototype Design			
For design of a basic newsletter (4 part, 2 - 4+ colors)		Printed \$3600	Electronic \$450

¹ Creative fees are largely dependent on size of the company, complexity of the design, number of images (photographic or illustrative), copy lengths, audience, etc. **The fee structure referenced above is calculated for companies with annual corporate revenues of \$1 million and below.** All reimbursable and out-of-pocket expenses incurred, including file transfer preparation, service bureau output, etc., are billed separately.