



Comparative Fees¹ for Business Branding & Collateral Advertising Design

Corporate Identity

	Complex	Average	Simple
100% original, graphic design logo for your company	\$900	\$450	\$180

Press or Media Kit

	Complex	Average	Simple
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

	Complex	Average	Simple
For design of a basic catalogue (12 pages at 8.5 x 11)	\$35000 – 150000	\$8000 – 10000	\$750 – 5000

Brochure Design

	Complex	Average	Simple
For design of a basic brochure (4+ colors)	\$30000 – 150000	\$3000 – 100000	\$900 – 6500

Stationery System

	Complex	Average	Simple
For design of a basic card & letterhead (4+ colors)	\$9000 – 36000	\$2000 – \$8000	\$450 – 5000

Newsletter/eNewsletter Prototype Design

	Printed	Electronic
For design of a basic newsletter (4 part, 2 - 4+ colors)	\$3600	\$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.