

# ADVERTISEMENT DESIGN

# PRICE SHEET

## Scope of Work

DDW first meets with our client to determine the market conditions, intended messaging and value proposition before any design work begins. Once DDW has a clear understanding of our client's goals and objectives we produce a full-colour advertisement concept complete with ad copy and slogan.

Pricing does not include photography costs or reformatting for other sizes or aspect ratios.

## Changes & Revisions

DDW allows for two sets of revisions after the initial ad concept has been presented. Each set of revisions to is called a Change Request. A Change Request can include a number of things that need to be revised. Additional changes can still be made if the advertisement is not yet finalized after two sets of changes are complete. DDW will charge an hourly rate of \$125 for ongoing revisions.

Alternative ad concepts can be designed at a discounted rate of \$1950.00 per design.

## Price

**\$2450<sup>00</sup>\***  
+GST

\* Pricing based on scope of work.  
Out of scope changes and revisions  
will result in further fees.

## Deliverables

Full-colour, print ready advertisement.

Tagline and/or marketing slogan for ad.

Advertisement copy writing (message).

**DDW**

grow your brand. grow your business.

All prices are subject to review and approval by DDW ownership. Price Sheets are not legal agreements and DDW reserves the right to change pricing at any time.