

Abigail Leali

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RATE CARD 2024

GRAPHIC DESIGN

Brand Development (<i>includes logo design</i>)	3250
<i>Published Brand Guidelines (for internal use)</i>	1500
Logo Design	500
Professional Letterhead Template	450
Trifold Brochure	350
Print Publication	300 + 100/page
Professional Business Card Template	300
Print/Digital Advertisement	250 [+ 50/reformatting]
Flyer/Poster	200 [+ 50/reformatting]
Custom Social Media Graphic	75
Conference Signs	<i>Quote supplied following client brief</i>
Branded Merchandise Design	<i>Quote supplied following client brief</i>
Custom Illustration/Merchandise Design	<i>Quote supplied following client brief</i>

WEB DESIGN

Website Design	1500 + 300/page
Custom Icon Design	85
Site Map/UI/UX Consultation	<i>Quote supplied following client brief</i>

WRITING & EDITING

Editorial Style Guide (<i>brand guidelines supplement</i>)	1750
Magazine/Blog Article	.40/word
Feature Article	.55/word
Press Release	.65/word
Content Editing	.20/word
Proofreading	.15/word
SEO Content Writing	<i>Quote supplied following client brief</i>
Copywriting	<i>Quote supplied following client brief</i>
Translation	<i>Quote supplied following client brief</i>

SERVICE PACKAGES

Full Branding Package	6250
<i>Brand Development</i>	
<i>Published Brand Guidelines</i>	
<i>Editorial Style Guide</i>	
<i>1 Professional Letterhead Template</i>	
<i>1 Professional Business Card Template</i>	
<i>2 Branded Merchandise Designs</i>	
Conference Package	2500
<i>2 Conference Signs</i>	
<i>2 Brochures</i>	
<i>4 Branded Merchandise Designs</i>	
<i>1 Flyer/Poster</i>	
<i>1 Professional Business Card Template</i>	
Digital Marketing Package	2500/month
<i>15 Social Media Posts (copywriting + image curation)</i>	
<i>3 Custom Social Media Graphics</i>	
<i>2 500-word Articles or SEO Blog Posts</i>	
<i>1 Digital Advertisement Design</i>	
<i>Monthly digital marketing analytics report</i>	
<i>Discounted rate for additional advertisement designs and social media posts</i>	
Communications Package	2250/month
<i>4 500-word Articles or Press Releases</i>	
<i>12 Social Media Posts (copywriting + image curation)</i>	
<i>3 Custom Social Media Graphics</i>	
<i>Content Editing/Proofreading up to 2000 words</i>	
<i>Discounted rate for additional content editing/proofreading</i>	
Custom Package	<i>Quote supplied following client brief</i>

All projects include regular check-ins and two final revisions unless otherwise agreed.

Rates are subject to increase depending on project scope or complexity (e.g., if extensive research/consultation required).