



DESIGN SERVICES

lunar media

OVERVIEW PRICING



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lunar media IS A SMALL GRAPHIC DESIGN FIRM
LOCATED ON THE **CHICAGO** RIVER IN **BRIDGEPORT**.
WE HAVE BEEN CREATING **IDENTITY** BRANDS AND
INTERACTIVE **WEB SITES** SINCE 1996. OUR WIDE
RANGE OF SERVICES INCLUDE **PRINT**, LOGOS,
LETTERHEAD, BROCHURE CREATION, **ECOMMERCE**,
CUSTOM **WEB SITE DESIGN**, **WORDPRESS** DESIGN,
ENVIRONMENTALLY CONSCIOUS GREEN PRINTING
AND **SOCIAL MEDIA** SERVICES.



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NICE TO MEET YOU!

Hello,

Thank you for your interest in Lunar Media.

Lunar Media will be your one-stop visual and digital solution. You can depend on us to work with you to develop and manage projects that are of exceptional quality. We will assist you in developing a strategy to produce design materials that will correspond with your brand and stand out for your potential and current customers. We can assure you that your company will stand high above the rest, because we are confident that our team will satisfy any web design, digital and graphic needs you have.

This document defines the basic overall estimates for our design services. Because each project is unique this guide is only meant for a basic overview and not a final estimate. Sometimes projects will change 10-20% up or down depending on the amount of work involved. Moving forward, we will provide you with an estimate on a per-project basis. This overview includes project management, client discussions, design concepts based on a questionnaire and creative strategy.

We will work closely with your team while bringing our years of experience, creativity, and organization to this project in order to achieve it's goals and form a lasting relationship. We are confident that our involvement in this project will help it to become successful, on time and within budget.

Once you have decided you would like us to start working on your design project, please let us know which service would interest you so we can begin Phase 1 of the process. If you would like to discuss your project further, please feel free to ask any questions. Either way, we will definitely create something you and your company will love!

Thank you for the opportunity to propose on this project. I look forward to exceeding your expectations.

Gina Hutchings,
President and Lead Designer
gina@lunarmedia.net

lunar media



lunar media
1200 West 35th Street
Chicago, IL 60609

lunarmedia.net
tele 312.331.0453
info@lunarmedia.net

LOGO DESIGN PACKAGES

LOGO CLEANUP	LOGO BASIC	LOGO PLUS
\$500	\$1000	\$1500
One Design Concept based on client's verbal idea or sketch - several variations in fonts/colors	Two Design Concepts based on client logo questionnaire - several variations of fonts/colors	Three Design Concepts based on client logo questionnaire - several variations of fonts/colors
Two Rounds of Revisions on one version concept	Four Rounds of Revisions on one concept	Four Rounds of Revisions on one concept
Provided files: EPS, PDF JPG, PNG, Black & White, Color	Provided files: EPS, PDF JPG, PNG, Black & White, Color	Provided files: EPS, PDF JPG, PNG, Black & White, Color
Brand Guideline document	Brand Guideline document	Brand Guideline document

Font Treatment Only

We do have a fourth option available for those who are not looking for an icon development but a unique font treatment only. The cost for this is \$350 plus the cost of the font. (usually \$15-\$50) This also includes the font and brand guidelines, and regular files as with our other packages.

Additional Changes/Concepts

Additional changes and concepts will be evaluated if we are within one hour of our estimated budget. Additional changes generally are billed in half hour increments.

Additional Files

If you are requesting additional files for multiple variations of your logo, such as vertical format, inclusive of address or slogans, additional files will be estimated at an hourly rate of \$75.00.



WordPress is a popular, cost effective Content Management System that millions of web sites are utilizing. It will allow you to adjust your own content as needed. Including features such as premium portfolios and content driven blogs, we highly recommend WordPress for your web site platform.

WEB DESIGN & DEVELOPMENT

ITEM	FEE	TOTAL
Research & Design		
Research of company & discovery		included
Customization/ Design of website		\$2000.00
Design & Development		
Development of WordPress theme		\$3500.00
Responsive Design (mobile/ipad)		\$ 500.00
Additional Development & Costs (optional)		
Content install additional pages (About , FAQ, Blog, etc.)	\$45.00	TBD
Additional rounds of content/copy changes after 2	\$75.00 per hour	TBD
Ecommerce shopping cart	Starting at \$1000	TBD
Custom portfolio set up after initial install, per 5 items	\$75.00 per hour	TBD
Visual Services (optional)		
Stock Photos (on average)	1 \$45.00	
Stock Illustrations (on average)	1 \$45.00	
Stock video	1 \$200.00	
	BASE COSTS	\$6000.00
ESTIMATE WITH 5 ADDITIONAL	CONTENT PAGES	225.00
	TOTAL	\$6225.00

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 This figure is an estimate and is based on the information provided, and may be inappropriate if any additional information is forthcoming, or specifications change. It does not include hosting, domain registration, third-party services, or image licensing. This estimate is valid for 30 days.

MAINTENANCE & SECURITY PACKAGES

SILVER	GOLD	PLATINUM
\$450/yr	\$600/yr	\$900/yr
Quarterly updates for WordPress and plugins. Backups of core data before each upgrade.	Monthly updates for WordPress and plugins. Backups of core data before each upgrade.	Monthly updates for WordPress and plugins. Backups of core data before each upgrade.
Biannual theme updates	Quarterly theme updates	Quarterly theme updates
1 hour of theme web development updating per year term included.	2 hour of theme web development updating per year term included.	4 hours of theme web development updating per year term included.
One year license of Sucuri Security Malware monitoring \$200 value	One year license of Sucuri Security Malware monitoring \$200 value	One year license of Sucuri Security Malware monitoring \$200 value
\$75.00 per hour on any development required to upgrade/maintain your web site theme.	\$65.00 discount on any additional development required to upgrade/maintain web site theme.	\$50.00 discount on any additional development required to upgrade/maintain web site theme.

After your web site is live, it is important that you keep your software up to date for security purposes. You will be able to upgrade WordPress and plugins as time progresses through your content management system's control panel. If you would prefer to have Lunar Media maintain your updates, we offer a few different levels of packages. Not only ensure your software is up to date, it will also be more secure.

Additional Changes

In the event some of the aspects of your web site become outdated and go beyond a simple update, you may require additional development services. Hourly rate discounts are provided with Gold and Platinum packages. These packages do not include updating of your content. If you are interested in having us maintain your content, please contact us regarding monthly retainers in which you will receive a discounted rate and a waived hour minimum on any changes needed, including design and content updates.

CREATIVE SERVICES

Our design services listed below are a general estimate we provide to our customers before seeing the project details. Typically, we provide one design concept and 2-3 rounds of changes per project. These estimates are based on the assumption you currently have a basic identity/brand you will be following.

PRINTED MATERIALS We supply the files for you to send to the printer of your choice. Includes EPS and PDF files. We create several different brochure styles, print sizes and formats, but this is a general estimate.

→ Postcard Design, 1 sided flyer design , signage	\$300
→ Tri-fold brochure design with custom orientation PDF version for web download	\$750
→ Catalog creation, end of the year reports, primers, booklets and large amounts of documentation	\$800 + \$75 per page

LETTERHEAD

→ Business card design only	\$500
→ Letterhead package, (business cards, letterhead envelopes)	\$750
→ Folder design	\$250-\$450
→ Additional set up for business cards for employees	\$50

DIGITAL SERVICES

→ Photography - portraits or products- inquire for more info - half day cost	\$700+
→ Video Services (home page background - silent "videographic")	\$1500+
→ Banner creation basic animated gif	\$150
→ Banner creation Flash animation (includes basic gif for backup - no flash)	\$250
→ Video Services & Power Point Presentations (up to 15 slides)	\$700+

SOCIAL MEDIA DESIGN

→ Facebook Themes and Twitter Themes	\$150
→ Custom Email marketing template (MailChimp, Constant Contact, etc)	\$350
→ Facebook Ad Design(retainers available for a discount to \$65 an hour)	\$75/hr

Possible Additional Fees

Stock images and fonts are available at additional cost which range from \$45+ depending on your choice. We will provide you with options and will only purchase upon approval. These estimates do not include printing. We can provide you with a recommended printer depending on your needs.

TERMS & CONDITIONS

ADDITIONAL EXPENSES

In the event a stock illustration, photograph or custom font is required for purchase, this will be in addition to the estimate. All additional expenses will be approved by email from client before proceeding.

DESCRIPTION OF WORK

This estimate includes project management, client discussions, design concepts based on a questionnaire and creative strategy.

PAYMENT

A 50% deposit is due at the time of signing of contract. The remainder is due 30 days after delivery of files. There is a 2% monthly late fee assessed after 60 days of late payments.

CHANGES TO SCOPE

In the event the project should change and require more than the described service, a new estimate will be provided and estimate is subject to change.

OWNERSHIP & USAGE

All rights become property of client once paid in full.

COPYRIGHT FOR PROPOSAL

Lunar Media owns the copyright for this document and all its contents. This proposal should be considered private and confidential and may not be shared with any third party without the prior written permission of Lunar Media.

CANCELLATION

The client reserves the right to cancel the project at any time, however the deposit will not be refunded unless the project has not reached the creative stage, PHASE 3.

4.1



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REFERENCES:

Katie Ernst, Owner/President

Revision Home

312-226-2221

Paul Levy, Director

Prairie Management

312-644-1055

Melanie DeCaprio, Owner/President

NewSky Strategies

312-388-4894

RELEVANT WORK:

Visit our web site for sample designs
at www.lunarmedia.net.



lunar media



lunar media
1200 West 35th Street
Chicago, IL 60609

lunarmedia.net
tele 312.331.0453
info@lunarmedia.net