



price guide



AFFORDABLE PRICES

for expensive tastes

One of the benefits of working with Zimmerman Design is our ability to work within your budget. Each project has its own requirements and we will help you determine how your budget will best be utilized to accomplish your long-term and short-term marketing goals.

Consistency is extremely important when building a brand to ensure your company stands out and won't go unnoticed. It is important that your logo, brochures, stationery, website, direct mailers, and any other marketing efforts that you choose to produce have the same "look and feel." The best way to establish consistency is to allow the same design team that built your great image to also maintain it. Not only does this strengthen your identity which leads to success but a long-term relationship with your design agency has its financial rewards as well.

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For customers that demand a prioritized level of service or require a large volume of work to be done on a long-term basis, we offer one-of-a-kind Retainer Agreements. Our agreements provide a guaranteed amount of prioritized service time for planned projects as well as unforeseen opportunities that may arise. What makes our agreements unique is we offer a discounted design and service rate based on our packages. No one likes to be obligated or forced into a contract so we offer short-term retainers with a flexible cancellation policy. Our clients work with us because they want to, not because they have to.

Our printing services can't be beat! Because of our experience and relationships with so many vendors we can guarantee the best quality at the lowest prices.

Please contact us today so that we can discuss your marketing and design needs. We look forward to speaking with you!



Visit www.zimmermandesign.com to view our online portfolio of award winning work



RETAINER PACKAGES

Start-Up	Basic	Deluxe	Premium
20 hours per month	40 hours per month	80 hours per month	160 hours per month
\$3,000	\$5,000	\$9,200	\$16,000
\$150 per hour	\$125 per hour	\$115 per hour	\$100 per hour
	\$1,000 Savings	\$2,800 Savings	\$8,000 Savings

Contact Us For More Information About Our Retainer Opportunities

CAMPAIGN PACKAGE PRICING

Retainers Are Not For Everyone

Zimmerman Design offers volume pricing allowing you to maximize your company's budget.

All Packages Include An Initial Meeting, Unlimited Phone Conversations, Conceptual Time, Design & Layout, Rights-free Stock Photography And Print-Ready Files For Download.

1

BUSINESS BUILDER

- Logo Development
- Business Cards (up to 25 employees)
- Letterhead
- Envelopes
- Presentation Folder
- Rack Brochure

\$3,200

\$900 Savings

2

BUSINESS BUILDER PLUS

- Logo Development
- Business Cards (up to 25 employees)
- Letterhead
- Envelopes
- Presentation Folder
- Rack Brochure
- Teaser Website
- Domain Registration for 1 Year
- Web Hosting for 1 Year

\$7,200

\$2,025 Savings

3

BUSINESS MARKETING

- Logo Development
- Business Cards (up to 25 employees)
- Letterhead
- Envelopes
- Presentation Folder
- Rack Brochure
- Teaser Website
- Domain Registration for 1 Year
- Web Hosting for 1 Year
- 2 Full Page Advertisements
- 2 Direct Mail Jumbo Size Postcards
- 2 Newsletters
- 2 Press Releases

\$12,500

\$4,425 Savings

Note: Items listed above may be substituted with other marketing items provided by Zimmerman Design of equal or lesser value. Turnaround times are based on Zimmerman Design's current production schedule. An initial payment of 50 percent of the total cost as a deposit is required to schedule and begin development. Full payment is due within 30 days after receipt of final invoice. Package prices do not include print costs, postage or ad placement.

Call us today at **561.832.8816** or visit us online at **www.zimmermandesign.com**



PER-PROJECT PRICING

Zimmerman Design, on occasion, will accept per-project work.
Below is a sample list that includes but certainly is not limited to the creative services we offer.

CORPORATE BRANDING

Logo Development	Multi-step process that provides various designs to choose from. We ensure a unique brand by researching your competition and verifying similar imagery is not already trademarked or being used. Upon selecting a final logo we will establish a logo usage policy sheet and provide the final logo in various formats for different usage.	from \$1,000
Stationery Package	Custom design and layout of Business Cards, Letterhead and #10 Envelope. <i>Business cards will be setup for up to 25 employees (\$10 each additional)</i>	\$1,500
Presentation Folder	Custom design and layout.	\$800

LITERATURE

Rack Brochure	Custom design of a 1-page rack brochure folded to form multiple panels.	from \$500
Booklet	Custom design of a multi-page booklet that is bound or stapled.	from \$1,500
Catalog	Design and layout of a multi-page catalog of products and services for trade use or direct to consumers.	\$2,000 – \$35,000
Annual Reports	Research and design of up to 32-page report including charts and financial data, photography and up to 3 comprehensive layouts showing design format.	\$5,000 – \$50,000

OVERSIZED GRAPHICS

Retail Signage	Custom design and layout of Posters and Banners.	from \$500
Point-of-Purchase Displays	Free-standing and counter top displays that hold products or sales literature.	\$1,000 – \$5,000
Tradeshow Booths	Full-scale Tradeshow Booths with structure, graphics, lighting, and travel cases.	\$4,000 – \$100,000

ADVERTISEMENTS

Ask us about our ad placement services

Newspaper	\$500	\$800	\$1,500	\$2,000
	Quarter Page	Half Page	Full Page	Spread
Magazine	\$800	\$1,200	\$2,000	\$3,000
	Quarter Page	Half Page	Full Page	Spread
Billboard		\$2,000	\$4,000	\$8,000
		Local Exposure	Regional Exposure	National Exposure
Direct Mail	Custom design of a self-mailable postcard or flyer.			from \$500
Online Banner	Animated banner for placement on websites. Sizes and requirements vary by site.			\$100 – \$800

INTERNET DESIGN

Ask us about our domain registration and web hosting services

Teaser Website	A landing page or mini-website.	up to \$5,000
Brochure Website	Development of a small to medium size website that establishes an online presence with a professional look designed to make an impact.	\$5,000 – \$25,000
Large Website	Development of a large website with additional interactivity requiring extensive custom programming containing HTML, Flash, PHP programming, MySQL Database, eCommerce, etc.	up to \$75,000

INTERACTIVE DESIGN

Offline Interactive Media	CD-Rom, DVD and other portable media presentation that is compatible with both PC and Mac. Packaging design is included. No internet connection required.	\$3,500 – \$35,000
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DESIGN ELEMENTS

Illustration	Custom Illustration of Charts, Maps and other graphic elements.	\$250 – \$5,500
Animation	2D & 3D Motion Graphics and Film Effects	\$200 per hour
Photography	High Resolution Digital Photography in Studio (On-Site is \$50 additional)	\$150 per hour
Copywriting	Editing and Writing Copy	\$50 per hour

Note: Pricing may vary based on the complexity of the project and turnaround time. Prices do not include print cost, ad placement, or other third-party expenses.