



# pricing *guide*

Katie Tekulve Designs offers full-service graphic design and creative services. Designs can be created for printed materials, marketing materials, website design and development, html emails and social media campaigns. All prices are based on an estimated amount of hours per project. Hourly rates are \$55.00/hr for design and \$80.00/hr for coding/web development. Items listed below include a custom design with all photos and content being provided by the client. *Stock photography, custom illustration, printing quotes and vendor recommendations* can be provided if those services are required. Don't see what you need? Contact me to discuss what it is you are looking for and I can create a customized quote specific for your project.

## printed *materials*

Order items separately or bundle projects and receive a 10% discount!

logo **\$440.00**

Logo design includes 3 logo options to choose from plus 2 rounds of editing.

business card **\$330.00**

Business card design includes 3 business card options to choose from plus 2 rounds of editing.

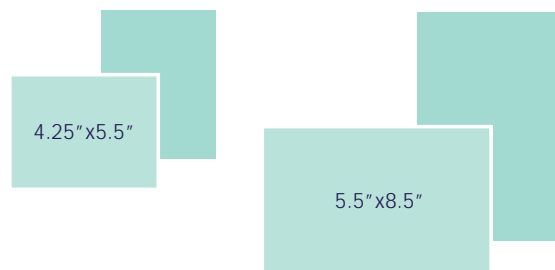
letterhead **\$330.00**

Letterhead design includes 3 letterhead options to choose from plus 2 rounds of editing.

postcard **\$220.00 1-sided / \$245.00 2-sided (mailer) / \$330.00 2-sided**

Standard size options

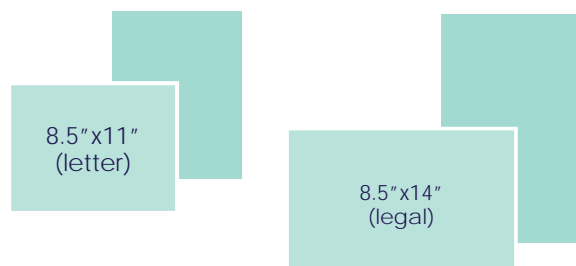
Custom sizes can also be created.



flyer **\$330.00 1-sided / \$440.00 2-sided**

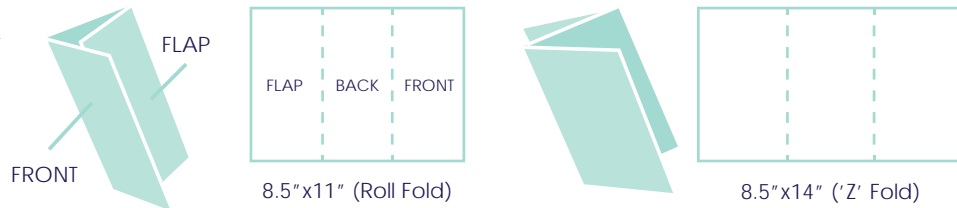
Standard size options

Custom sizes can also be created.



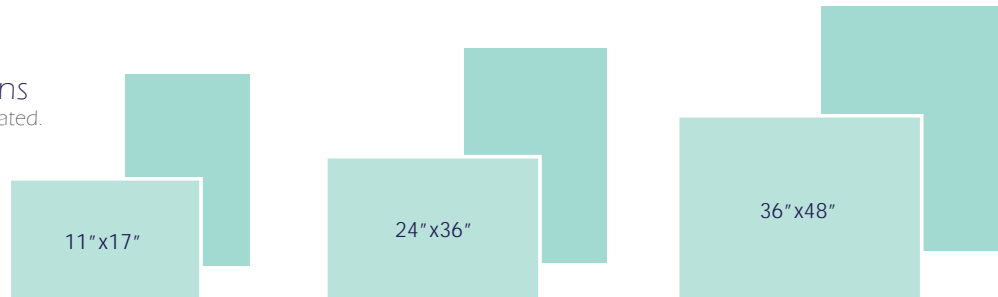
## tri-fold brochure \$550.00

Standard size options  
Custom sizes can also be created.



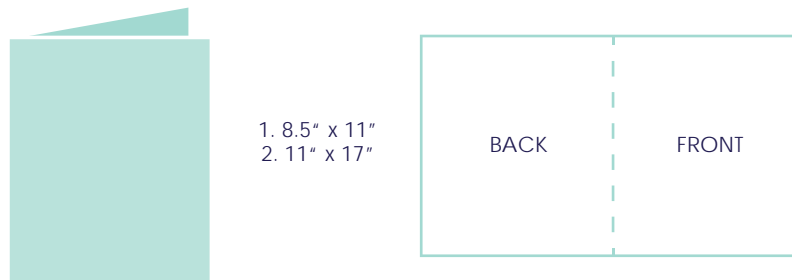
## poster \$440.00

Standard size options  
Custom sizes can also be created.



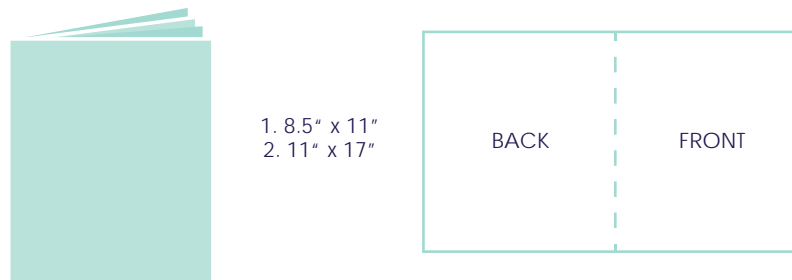
## 4-page spread \$550.00

Standard size options  
Custom sizes can also be created.



## 8-page spread \$1000.00

Standard size options  
Custom sizes can also be created.



## printing *tips*

Things that factor into the printing cost of a project (all printer cost vary depending upon vendor):

**Size:** Paper comes in standard sizes: 8.5"x11", 8.5"x14", 11"x17" and 12"x18". As long as you keep your project to fit within these sizes you will be able to save on printing. Large format printing will be applied when over 12"x18", which is generally more expensive.

**Colors:** Your options for printing are full color (CMYK), spot colors (Pantone/PMS), and black and white. The more colors on a project the more it will cost to print. Great design can make a black white project stand out and look modern and can be great way to save on printing.

**Bleed:** A bleed is when the color goes all the way to the edge of the paper. The document has to be printed on an oversized sheet of paper and cut down to achieve this look. This can add to the cost of printing. One way around this is to go with a custom size that is still able to fit on a standard size sheet of paper.

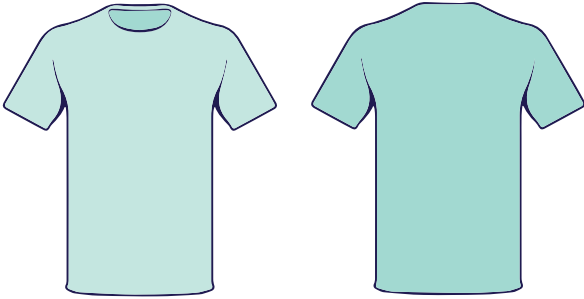
**Paper Stock/Weight:** Paper stocks vary from uncoated, coated, fine papers and specialty papers. Paper comes in two basic weights: text and cover/card. Text weight comes in varying weights, but will have a touch like a 'letterhead' paper you may have in your office. Cover/Card weight comes in varying weights, but will have a touch like your 'business card' or 'post card' you may have in your office.

**Binding:** Standard binding options include Saddle Stitching (Stapled Binding), Comb Binding, Spiral Binding, Perfect Binding, Case Binding or Hard Cover Binding.

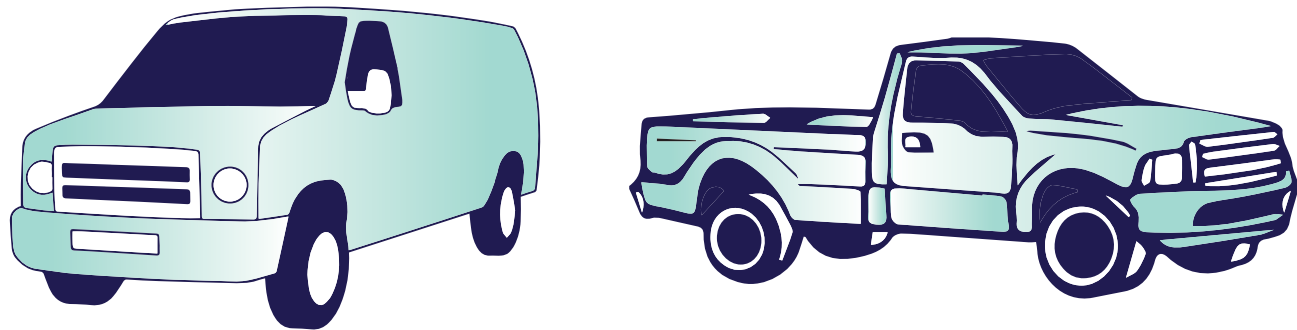
# marketing *materials*

Order items separately or bundle projects and receive a 10% discount!

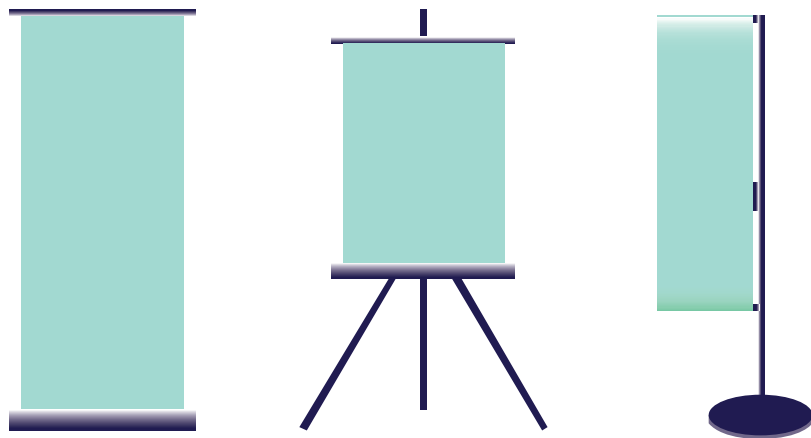
t-shirt \$330.00 1-sided / \$440.00 2-sided



van/truck wrap \$550.00 van wrap / \$440.00 truck wrap



vendor fair signs \$550.00



# website *development*

What makes up the cost of a website is not only how the website looks on the surface, but rather, what lies "under the hood" that makes a website work. How much does a website cost is a very generic question. It's the same as asking how much does a car cost? You need more specifics. What type of car do you want? – Does it need to be gas efficient? – What do you use it for? – What is your budget? You can see that "how much does a car cost?" is actually a complex question.

Below is a list of what goes into launching a website with estimated costs. Maybe you already have a website up and running and just need to have it redesigned and recoded. In this case you would not need to include hosting and backup cost. When requesting a quote, this should help guide you in asking for the correct needed elements.

I use Wordpress to set up all of my websites and find this to be the most user-friendly CMS (Content Management System). When using a pre-designed template, I always create a child theme. This protects your site should the template be updated. When custom designing a site I use a Genesis Framework Child Theme for my base and I like to give my clients the proper training to maintain and edit their site after the project is complete.

## hosting and backup \$200.00 - \$300.00 (set-up and training)

Your website needs to be hosted at a website hosting company. I prefer to use BlueHost, but some other options are GoDaddy, DreamHost, and 1&1 Web Hosting. A simple hosting account can run as low as \$10 a month, depending on the services you want provided.

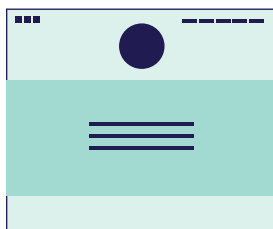
Most webhosts will automatically backup your site files for you, but some might charge a little bit. You need to make sure that your site files are backed up because if the server your website is on crashes, you will lose everything if you don't have a backup copy.

## design and architecture \$500.00 - \$3000.00+



### Pre-designed website templates

Pre-designed website templates are the cheapest route for a website. There are numerous websites where you can purchase templates for Wordpress. You can choose to pick and purchase the template yourself or you can give me the content you want to include in your website and I can find some options that I think would best suit your needs. The design process will cost you the time of finding your template, whatever the template price is (\$50 - \$100), creating a child theme, and the number of hours it takes to adjust the template to meet your specific needs and insert content.



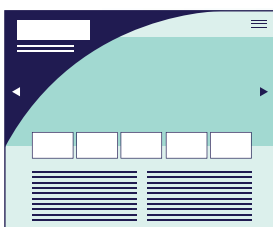
### Simple yet attractive

This is for a custom design that is clean and modern with not a lot of bells and whistles. The design process will cost you the design and editing of up to 5 pages that includes an easy-to-use navigation, custom branding, and a simple contact form. All designs are created in a print format for customer review and approval prior to the coding and development stage.



### Moderately stylized

This is for a custom design that is moderately stylized with a few bells and whistles. The design process will cost you the design and editing of up to 8 pages that includes an easy-to-use navigation, custom branding, an image or video slider, and a contact form. All designs are created in a print format for customer review and approval prior to the coding and development stage.



### High end

This is for a high end custom design that has a lot of bells and whistles. The design process will cost you the design of the number of pages needed, navigation, custom branding, contact form, and integration of needed website functionality. All designs are created in a print format for customer review and approval prior to the coding and development stage.

## coding and development \$500.00 - \$5000.00+

If choosing to go with a predesigned website template, there will be cost associated with creating a child theme, plus the number of hours it takes to adjust the template to meet your specific needs and insert content.

If choosing to go with a custom design, after you have approved the design itself, the layout then gets chopped up into smaller files that will be programmed into your web page in HTML and then styled with CSS, so that web browsers can display your page with all the necessary buttons, links and forms.

Every page in your site will need to be programmed in this manner, and if you have interesting features like rotating image animations, contact forms or other interactive features, those will add to time and cost.

The more details about what you want to be included in your site, the more accurate the initial quote will be to the final invoice. All Katie Tekulve Designs websites are responsive (mobile friendly), tested on all browsers and include the integration of Google Analytics for tracking and reporting of website traffic.

## additional cost

### E-commerce store

If you're selling something there will be cost associated with taking payments, or e-commerce. You can use Paypal or get a traditional merchant account at a credit card gateway company like Authorize.net. Expect fees of around \$30 or so a month for the gateway account, and you will be charged around 3% of each transaction also.

### Bank, merchant gateway, processor

Bank accounts will run around \$20 a month. If you want to process credit cards, you will need a bank account, and an ecommerce processor, and a merchant gateway account. Normally the processor and the gateway account are rolled up into what seems like one account, but really there are two companies involved.

The processor is the one who keeps track of what money has actually been cleared through the gateway merchant account and the processor sends the cash down to your bank at the end of each day.

The merchant gateway is the company that contacts VISA, AMEX, Mastercard in real time on your website when a person tries to make a purchase. They find out if the card is valid and has enough limit left on it, and if the CVV security code matches.

The processor gets paid by the transaction (average is about 3.5% – 4% of the charge) and the merchant gateway costs about \$20 a month plus a 20 cent per transaction fee.

### Advertising/marketing costs

Advertising can be done for free with linkback partners (trading links to similar type sites) and advertising can also cost you as much as you want to pay if you run magazine ads, billboards, etc and also spend a lot of money with Google Adwords.

Google Adwords is the most common type of online advertising... these are the ads you see on the right side of all the Google search results pages. These ads cost anywhere from 20 cents per click to 20 dollars per click. It all depends on your vertical and how stiff the competition for clicks is, and what you are willing to pay.

Newsletters are a common and strongly suggested way to market your website. Services like GetResponse.com and ConstantContact.com do a great job of helping you manage a mailing list and send out emails. They cost less than 1 cent per email.

In summary, you can budget nothing for ads and marketing, or budget a few hundred dollars monthly. Try not to overspend at the beginning until you find out what's working for your site.

### Upkeep, changes and support costs

After you launch you'll need to update your site from time to time. I will provide training on how to navigate and edit your site in Wordpress and you should be able to do a lot or all of it on your own. If not, you will need to budget perhaps a couple hundred dollars a month to pay a web developer to make changes and add things to your site as needed.

Of course the amount of updating and upkeep will vary widely from site to site, but if you think you might want to make changes and add things regularly, be sure to budget for that.

You may need to hire a small support team, or person, to help make sure your web site offers solid timely support to your users. Nothing will turn off a potential customer like poor, spotty or slow support.

## newsletter *templates* \$770.00








The world of newsletters has moved to being email based. It saves you the cost of printing and mailing and can be a great money-saving alternative to a traditional newsletter. Services like GetResponse.com and ConstantContact.com can do a great job of helping you manage a mailing list and send out emails. They cost less than 1 cent per email. Print versions of newsletter templates can be created as well for clients that still need to send a hard copy.

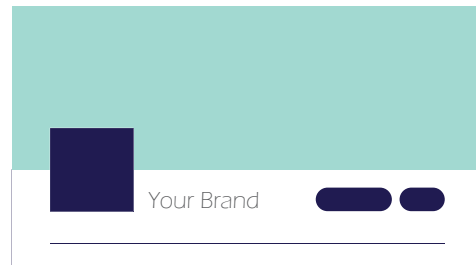
The design process includes creating an eye-catching and effective email newsletter consistent with your website and brand image. Coding that design into a responsive HTML email plus training on how to edit your email. You will need to be willing to learn some basic coding principles.



## social *media*

Order items separately or bundle designs/images and receive a 10% discount!

-  **Facebook** (cover design + profile image) \$55.00
-  **LinkedIn** (cover design + profile image) \$55.00
-  **Twitter** (header design + profile image) \$55.00
-  **Pinterest** (board cover + profile image) \$55.00
-  **Instagram** (profile image) \$25.00
-  **Google+** (header design + profile image) \$55.00
-  **YouTube** (channel art design + profile image) \$55.00



## customized *quote*

Don't see what you need? Contact me to discuss what it is you are looking for and I can create a customized quote specific for your project. All website request will be provided with a customized quote based on design/development needed. Please check out my website and see some samples of my work. I would love to be able to help you with your next marketing venture.

katie tekulve *designs*

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