



GRAPHICS & PRINT MARKETING PACKAGES 2014

The packages below are introductory new business specials limited to small business customers only, e.g. businesses with less than 10 employees or \$250K turnover. Medium/large businesses please refer to our Graphics and Print Marketing Pricelist for medium sized businesses.

LOGO DESIGN PACKAGES

@ \$45.50/hr + GST = \$50.05/hr (norm \$77.00/hr SAVE 35%)

Small Business Start-up Logos great for a new business.

Silver pk - brief, design & artwork 1 standard concept \$195.00 + GST = \$214.50 SAVE \$104.86

Gold pk - brief, design & artwork 1 complex concept \$395.00 + GST = \$434.50 SAVE \$212.66

Platinum - brief, design & artwork 2 complex concepts \$495.00 + GST = \$544.50 SAVE \$266.32

Standard concept = standard symbol, name and positioning line

Complex concept = complex symbol trace or design, name and positioning line

Includes colour and black/white A4 stationery sized logo files supplied on completion (jpg files).

Due to limited design budgets all packages require clear direction on logo style preferences.

If high resolution original vector artwork is required in Adobe Illustrator (AI), with copyright ownership, PMS and CMYK colours specified, fonts outlined and resized for large format on CD, add \$195.00 + GST = \$214.50

TOPPLATE/BASEPLATE GRAPHIC PACKAGES

@ \$45.50/hr + GST = \$50.05/hr (norm \$77.00/hr SAVE 35%)

For email and word stationery to make professional looking emails and invoices.

Silver pk - brief, design & artwork 1 standard concept \$195.00 + GST = \$214.50 SAVE \$104.86

Gold pk - brief, design & artwork 1 complex concept \$395.00 + GST = \$434.50 SAVE \$212.66

Platinum - brief, design & artwork 2 complex concepts \$495.00 + GST = \$544.50 SAVE \$266.32

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SMALL BUSINESS STATIONERY PACKAGE

Graphics @ \$45.50/hr + GST = \$50.05/hr (norm \$77.00/hr SAVE 35%)

Start your small business with professional graphics and print marketing.

Stationery Package 1000 Qty

Standard Business Cards - full colour, gloss cello, one sided, K back, 420gsm
1K = \$185.00 (\$255.00 norm) + GST = \$203.50 SAVE \$124.00

Topplate/Baseplate Graphics – for email and MS word files
Silver pk - brief, design & artwork 1 standard concept \$195.00 + GST = \$214.50 SAVE \$105.00

Letterheads - A4, full colour, one sided, 100gsm Laser Bond
1K = \$260.00 + GST = \$286.00 SAVE \$ 54.00

With Comp Slips - DL, full colour, one sided, 100gsm Laser Bond
1K = \$210.00 + GST = \$231.00 SAVE \$ 54.00

Total Package \$850.00 + GST = \$935.00 SAVE \$337.00

Stationery Package 2000 Qty

Standard Business Cards - full colour, gloss cello, one sided, K back, 420gsm
2K = \$250.00 (\$320.00 norm) + GST = \$275.00 SAVE \$124.00

Topplate/Baseplate Graphics – for email and MS word files
Silver pk - brief, design & artwork 1 standard concept \$195.00 + GST = \$214.50 SAVE \$105.00

Letterheads - A4, full colour, one sided, 100gsm Laser Bond
2K = \$355.00 + GST = \$390.50 SAVE \$ 54.00

With Comp Slips - DL, full colour, one sided, 100gsm Laser Bond
2K = \$220.00 + GST = \$242.00 SAVE \$ 54.00

Total Package \$1,020.00 + GST = \$1,122.00 SAVE \$337.00

*Includes colour and black/white A4 stationery sized topplate/baseplate graphic files supplied on completion (jpg files). Due to limited design budgets all packages require clear direction on graphic style preferences.

*If high resolution original vector artwork is required in Adobe Illustrator (AI), with copyright ownership, PMS and CMYK colours specified, fonts outlined and resized for large format on CD, add \$195.00 + GST = \$214.50 each.

#Based on 35% off graphic rates for new business, standard content limits, time limits and conditions apply. Packages include graphic design, printing, delivery and GST. Full package details and samples available online www.2020impact.com.au/specials.

BUSINESS CARD PACKAGES – Design & Print

@ \$45.50/hr + GST = \$50.05/hr (norm \$77.00/hr SAVE 35%)

Premium Quality Business Cards

- full colour, mat cello, two sided, 420gsm

1 kind x 500 = \$260.00 + GST = \$286.00 SAVE \$ 53.90

1 kind x 1K = \$280.00 + GST = \$308.00 SAVE \$ 53.90

1 kind x 2K = \$345.00 + GST = \$379.50 SAVE \$ 53.90

2 kinds x 500 = \$430.00 + GST = \$473.00 SAVE \$107.80

2 kinds x 1K = \$450.00 + GST = \$495.00 SAVE \$107.80

2 kinds x 2K = \$599.00 + GST = \$658.90 SAVE \$107.80

- Standard size: 90mm x 55mm

- Includes premium mat cello coating two sides

- Includes 2 hours design, artwork and production

- 2nd kind based on same design, with new details

- Metallic Ink, two sides <1K add \$30.00 + GST = \$33.00 per card

- Slimline cards 89mm x 44mm add \$20.00 + GST = \$22.00 per card

Standard Quality Business Cards

- full colour, gloss cello, one sided, K back, 420gsm

1 kind x 500 = \$235.00 + GST = \$258.50 SAVE \$ 53.90

1 kind x 1K = \$255.00 + GST = \$280.50 SAVE \$ 53.90

1 kind x 2K = \$320.00 + GST = \$352.00 SAVE \$ 53.90

2 kinds x 500 = \$380.00 + GST = \$418.00 SAVE \$107.80

2 kinds x 1K = \$400.00 + GST = \$440.00 SAVE \$107.80

2 kinds x 2K = \$550.00 + GST = \$605.00 SAVE \$107.80

Economy Quality Business Cards

- full colour, gloss cello, one sided, K back, 310gsm

1 kind x 500 = \$181.50 + GST = \$199.65 SAVE \$ 53.90

1 kind x 1K = \$201.50 + GST = \$221.65 SAVE \$ 53.90

1 kind x 2K = \$270.00 + GST = \$297.00 SAVE \$ 53.90

2 kinds x 500 = \$320.00 + GST = \$352.00 SAVE \$107.80

2 kinds x 1K = \$340.00 + GST = \$374.00 SAVE \$107.80

2 kinds x 2K = \$500.00 + GST = \$550.00 SAVE \$107.80

- Standard size: 90mm x 55mm

- Includes quality gloss cello front side

- Includes plain or black (K) print on back

- Includes 2 hours design, artwork and production

- 2nd kind based on same design, with new details

- Metallic Ink, one side <1K add \$30.00 + GST = \$33.00 per card

- Slimline cards 89mm x 44mm add \$20.00 + GST = \$22.00 per card

Based on digital logo, text content and images supplied, standard content limits apply, includes metro delivery. If high resolution original vector artwork is required in Adobe Illustrator (AI), with copyright ownership, PMS and CMYK colours specified and fonts outlined on CD add \$195.00 + GST = \$214.50. If images, image services, logo rebuilds or copy required, will quote upon request.

BROCHURE PACKAGES – Design & Print

@ \$45.50/hr + GST = \$50.05/hr (norm \$77.00/hr SAVE 35%)

Standard Quality A4 Flyer (1p)

- full colour, one sided, 150gsm

1 kind x 1K = \$281.50 + GST = \$ 309.65 SAVE \$ 53.90
1 kind x 2.5K = \$376.50 + GST = \$ 414.15 SAVE \$ 53.90
1 kind x 5K = \$461.50 + GST = \$ 507.65 SAVE \$ 53.90
1 kind x 10K = \$621.50 + GST = \$ 683.50 SAVE \$ 53.90

- A4 size: 297mm x 210mm
- Supplied trimmed with flat finish
- Includes 2 hours design, artwork and production

Standard Quality A4 Brochures (2p)

- full colour, two sided, 150gsm

1 kind x 1K = \$533.50 + GST = \$ 586.85 SAVE \$ 161.70
1 kind x 2.5K = \$628.50 + GST = \$ 691.35 SAVE \$ 161.70
1 kind x 5K = \$718.50 + GST = \$ 790.35 SAVE \$ 161.70
1 kind x 10K = \$984.00 + GST = \$1,082.40 SAVE \$ 161.70

- A4 size: 297mm x 210mm
- Includes Z fold to DL or half fold to A5 (6 or 4 panels)
- Includes 6 hours design, artwork and production

Standard Quality A4 Brochures (6p)

- full colour, two sided, 150gsm

1 kind x 1K = \$1,355.00 + GST = \$1,490.50 SAVE \$ 323.70
1 kind x 2.5K = \$1,675.00 + GST = \$1,842.50 SAVE \$ 323.70
1 kind x 5K = \$1,765.00 + GST = \$1,941.50 SAVE \$ 323.40
1 kind x 10K = \$2,405.00 + GST = \$2,645.00 SAVE \$ 323.40

- Flat size: 297mm x 630mm
- Finished size: 297mm x 210mm
- Includes Z fold to A4
- Includes 12 hours design, artwork and production

Standard Quality A4 Brochures (8p)

- full colour, two sided, 150gsm

1 kind x 1K = \$1,610.00 + GST = \$1,771.00 SAVE \$ 431.20
1 kind x 2.5K = \$1,800.00 + GST = \$1,980.00 SAVE \$ 431.20
1 kind x 5K = \$2,180.00 + GST = \$2,398.00 SAVE \$ 431.20
1 kind x 10K = \$2,860.00 + GST = \$3,146.00 SAVE \$ 431.20

- Flat size: 297mm x 420mm
- Finished size: 297mm x 210mm
- Includes half fold to A4 and saddle stitch
- Includes 16 hours design, artwork and production

Based on digital logo, text content and images supplied, standard content limits apply, includes metro delivery. If high resolution original vector artwork is required in Adobe Illustrator (AI), with copyright ownership, PMS and CMYK colours specified and fonts outlined on CD add \$195.00 + GST = \$214.50. If images, image services, logo rebuilds or copy required, will quote upon request.

A-FRAME SIGNBOARD – Design & Print

@ \$45.50/hr + GST = \$50.05/hr (norm \$77.00/hr SAVE 35%)

Design and produce A-frame signboard for Street-front advertising (outdoor).

Signwhite-board Style W 600mm x H 900mm \$340.00 + GST = \$374.00 SAVE \$53.90
Signwhite-board Style W 900mm x H1200mm \$430.90 + GST = \$474.00 SAVE \$53.90
Signwhite-board Style W1200mm x H1800mm \$740.00 + GST = \$814.00 SAVE \$53.90

- Based on same artwork two sides
- Includes quality aluminium frame
- Includes laminated print on signwhite-board
- Includes 2 hours design, artwork and production

Based on digital logo, text content and images supplied, standard content limits apply, includes metro delivery. If high resolution original vector artwork is required in Adobe Illustrator (AI), with copyright ownership, PMS and CMYK colours specified and fonts outlined on CD add \$195.00 + GST = \$214.50. If images, image services, logo rebuilds or copy required, will quote upon request.

PULL-UP BANNERS – Design & Print

@ \$45.50/hr + GST = \$50.05/hr (norm \$77.00/hr SAVE 35%)

Design and produce Pull-up Banner for display advertising (indoor).

Premium Style W1000mm x H2150mm \$340.00 + GST = \$374.00 SAVE \$53.90
Premium Style W1200mm x H2150mm \$440.00 + GST = \$484.00 SAVE \$53.90
Premium Style W1500mm x H2150mm \$540.00 + GST = \$594.00 SAVE \$53.90

- Based on colour artwork one side
- Includes laminated digital print
- Includes quality aluminium base
- Includes 2 hours design, artwork and production

Based on digital logo, text content and images supplied, standard content limits apply, includes metro delivery. If high resolution original vector artwork is required in Adobe Illustrator (AI), with copyright ownership, PMS and CMYK colours specified and fonts outlined on CD add \$195.00 + GST = \$214.50. If images, image services, logo rebuilds or copy required, will quote upon request.

DIGITAL SCREEN ADVERTISING

@ \$45.50/hr + GST = \$50.05/hr (norm \$77.00/hr SAVE 35%)

For small business in-store or shop window advertising on LED televisions.

Silver pk - design & artwork 4 digital slides \$195.00 + GST = \$214.50 SAVE \$104.86
Gold pk - design & artwork 8 digital slides \$395.00 + GST = \$434.50 SAVE \$212.66
Platinum - design & artwork 12 digital slides \$495.00 + GST = \$544.50 SAVE \$266.32

Digital screen advertising is easy, place files on a memory stick, plug into TV and select auto media play on most flat screens.

- Includes high resolution 1920 x 1080 pixel sized files supplied (jpg files)
- Silver pack includes 1 designed template, 2 hrs design and artwork
- Gold and platinum packs include 2 designed templates, 8-10 hrs design and artwork

Based on digital logo, text content and images supplied, standard content limits apply, includes metro delivery. If high resolution original vector artwork is required in Adobe Illustrator (AI), with copyright ownership, PMS and CMYK colours specified and fonts outlined on CD add \$195.00 + GST = \$214.50. If images, image services, logo rebuilds or copy required, will quote upon request.

SMALL BUSINESS STARTER PACKAGE

Graphics @ \$45.50/hr + GST = \$50.05/hr (norm \$77.00/hr SAVE 35%)

Web @ \$58.50/hr + GST = \$64.35/hr (norm \$99.00/hr SAVE 35%)

Start your small business with professional marketing tools.

Small Business Logo

Silver pk - brief, design & artwork 1 standard concept \$195.00 + GST = \$214.50 SAVE \$104.86*

Topplate/Baseplate Graphics - for digital stationery emails and invoices

Silver pk - brief, design & artwork 1 standard concept \$195.00 + GST = \$214.50 SAVE \$104.86*

Standard Quality Business Cards - full colour, gloss cello, one sided, K back, 420gsm

Business Cards 1 kind x 1000 = \$185.00 (\$255.00 norm) + GST = \$203.50 SAVE \$123.90*

Website Starter (HTML)

Silver pk - 2p brochure style site, inc domain & hosting \$450.00 + GST = \$495.00 SAVE \$170.00#

Total Package \$1,025.00 + GST = \$1,127.50 SAVE \$503.62

*Includes colour and black/white A4 stationery sized logo files supplied on completion (jpg files).

Due to limited design budgets all packages require clear direction on logo style preferences.

*If high resolution original vector artwork is required in Adobe Illustrator (AI), with copyright ownership, PMS and CMYK colours specified, fonts outlined and resized for large format on CD, add \$195.00 + GST = \$214.50 each

#Based on 35% off web rates for new business, 2020 template design, standard content limits and conditions apply. Packages include domain name and hosting (12 mths). Full package details and website samples available online www.2020impact.com.au/specials.

Standard Terms and Conditions:

As professional designers working on time limits, we require an agreed creative direction in writing prior commencement. A 50% deposit payment is required on commencement of all jobs as outlined below. Prices subject to standard content limits, commercial quality resources provided, digital client supplied text, images and resources, e.g. CSV file email marketing, word text files, digital images etc. Images supplied by clients are expected to be available for use without infringing any copyright laws.

We reserve the right to quote when sub-standard resources (images, text and logos) are provided under commercial quality, or when job content volume increases above our standard limits, or the brief direction changes. Time limits apply to all packages and include one free draft of minor edits to artwork or services presented where applicable. Major alterations, re-designs, additional artwork, Photoshop image services and direction changes will be quoted as they arise. Photoshop image services include: resizing, reformatting, creating transparencies, etching backgrounds, cloning elements, colour and light balancing and upscaling or downscaling image resolution. Logo and topplate graphic packages are small stationery sized graphics supplied in colour and mono jpeg formats.

Content limits apply to all packages and services as follows:

- Website content limits 250 words + 4 images/logos total per page
- Graphic design content limits 250 words and 4 images/logos total per A4 or A5 page
- For all other items content limits apply on application
- Additional content will be quoted on upon review

Payment Terms:

- Graphic Design with print production, 50% deposit and 50% on artwork completion to contract print production
- Graphic Design, Social Media and Copywriting, 50% deposit and 50% on service completion
- Web Design for small websites 2-6p (no programming), 50% deposit, 50% on final artwork completion

All 3rd party services are subject to change upon notification, including print production. 2020 Impact reserves the right to correct any printing errors and 3rd party price increases. In the event supply costs increase we will quote these as soon as possible. Prices are valid until notification of new prices or new prices are posted online www.2020impact.com.au. All packages are small business introductory special offers based on 35-55% discounted rates for new clients. We reserve the right to quote different package prices for medium and large business clients. Please refer to our Graphics and Print Marketing Pricelist for medium sized business. Further details, specifications and terms can be requested on application, valid 2014, updated 08.01.14.