

1. FLAT RATE FEE STRUCTURES

Basic Home Page Layout

\$350.00 Upfront (or) \$500.00 with 50% down & 50% upon Project Completion

Not *everyone* requires a completely high-end or sophisticated home page layout. Quite frequently I get asked to do a layout (for example) for a plumber who's logo is at best 'amateurish' and his provided photos are rather sub-par.

This is the type of project that still needs to be done as *best* as possible, however, the "bar", by default, is set considerably lower than...say...a high end lawyer that needs to have a super clean, sharp and professional site.

Advanced Home Page Layout

\$500.00 Upfront (or) \$650.00 with 50% down & 50% upon Project Completion

This is for people that have good programming skills - or - developers on hand that only need to use me for a *single* home page layout; after it's completed, they'll apply their experience developing sites and a bit of common sense and build out the rest of the site using my .PSD more or less just as a 'style guide' if you will.

This is also for those people that require a super clean, sharp and higher end professional looking site layout done with my special attention to details; fades, gradients, photos, drop shadows, textures, light sources etc.

Advanced + Single Interior Page

\$650.00 Upfront (or) \$800.00 with 50% down & 50% upon Project Completion

This is for people that need a high end home page and an interior page structure set up for them. Not every project is so cut and dry; for example, say you were doing a site for a high end landscape company where they specifically wanted a heavy photo based 'visually rich' home page to grab people's attention and keep them there > the interior page on it wouldn't be as simple as most standard sites where all you'd do is delete the JQUERY rotating banner and move the body content area up to replace it.

Other times I get guys that just don't trust their developers to try and 'come up with' an interior page layout because, after all, most programmers aren't designers and vice versa and just want to make sure there is *no* room for errors.

Advanced + 5 Interior Pages

\$1000.00 Upfront (or) \$1150.00 with 50% down & 50% upon Project Completion

Although not as frequent of a request they still come up; somebody either has an e-commerce site, some kind of a custom, 'industry specific' and large back-end database run site and they not only require the landing page but a variety of internal sub-structures set out for them.

This is most definitely not something they want to hand over to a team of developers to design – instead – a clean, precise set of layouts that, again, takes any room for mistakes out of the equation.

I didn't pick the number '5' out of thin air, it was more based on my past experience – 5 always seems to be the magic number; registration page, tables and forms pages, multi column pages, 'user interface' focused internal pages for big sites, the usual e-commerce subsets...that kind of setup.

Drop Everything & Do My Layout Right Now 'Emergency' Layout

\$1000.00 Upfront (or) \$1150.00 with 50% down & 50% upon Project Completion

Every once in a while I get a phone call or an email from someone where their designer just disappeared, or perhaps produced something completely unusable and the deadline is today or tmrw morning or where for whatever reason – they need a super nice professional design NOW.

It happens and I'm not only good, I'm fast – if you call me on this, I'll basically drop whatever I'm working on and produce you a sleek, subject appropriate layout regardless of my current workload within a couple of hours.

Basic Logo

\$300.00 Upfront (or) \$450.00 with 50% down & 50% upon Project Completion

This is for people that need a clean, professional but *basic* logo done. This is not exactly an award winning amazing logo but a lot better than just 'plain text'. Once I've assessed your wish list and your industry I'll come up with something subject appropriate and professional.

It is, however, sort of a "one-shot-deal" if you will; you've seen my past work, you know it'll look sharp and suit you but you only get two chances to make adjustments to it after you see the first round.

To be honest, 99% of everyone just leaves it up to me and typically they get accepted, although – primarily due to the fact that I end up doing the logo and the layout simultaneously.

Advanced Logo

\$800.00 Upfront (or) \$950.00 with 50% down & 50% upon Project Completion

This is a logo 'study' if you will. Bottom line, we go through as many versions and rounds...until...you are *completely* satisfied with it. These are the kinds of logos where, you, as a client (or your client) are not only exacting in your vision but you have a pretty specific idea as to how you want it to come across.

You may not have a visual representation in mind but you will most certainly know it when you see it. Every last little element of it has been carefully articulated with purpose, right down to the font kerning, spacing, weight, color and effects. This is ALSO the logo where (more often than not) you're also going to require a fundamental black and white *plain* vector version of it, a condensed 'badge' version and finally the high end visually enriched copy for print collateral and use on the web.

2. PAYMENT DETAILS

Whatever package or plan you choose, before we get started, I will draft up a "Letter of Intent" that covers all the project details and what, specifically, I'm going to be doing for you so we're both clear as well as a formal invoice for your records. This is also the stage where I will usually sign your NDA (quite common) or non-competition papers if you require it before we get started.

After which you can choose to pay by check or (what 99% of my clients choose to do) do a direct bank wire. I simply send you my account information. If you're in the US, it's called an international bank wire and I find the vast majority of my clients have an online banking account with Chase or Bank of America. Other US financial institutions also have online banking as well. On occasion, my clients who do not have online banking will simply stop in at their local branch and do it that way.

Canadian based clients, as long as you're with one of the five major chartered Canadian financial institutions (e.g. TD Canada Trust, Royal Bank etc.) all use the convenient online Interac Email Money Transfer method with the test question and answer being [Q: favorite nhl team? A: canucks]

For those that issue checks, 99% of my guys are agreeable to making the check 'total' out for \$60.00 less than the final amount and using those funds to overnight it via FedEx or Purolator so the expense does not come out of your pocket.

A word to the wise, while both Canada Post and the United States Postal Service are slow, mail being sent "normally" from within the US to Canada takes up to two weeks before it actually arrives, no exaggeration. Even "USPS Express" garners the same results. Within Canada, mail seems to be about a week and a half. Bottom line, if you are mailing a check and do not mind the wait - we'll start once it has arrived.

3. PROJECT DELIVERABLES

When your project is finished, I will send you ALL copies of your files (with versioning) such as .PSD, .PDF, .AI, .JPG as well as any special font packs I used in your project.

The only thing I cannot provide is original copies of what I downloaded from MY stock account but if *you* provided me with a stock account access of your own – whatever I downloaded - those are yours and they get packed up with your other files.

4. ROYALTY FREE STOCK PHOTOGRAPHY DETAILS

I pay \$199.99 a month subscription fee with <http://www.thinkstockphotos.ca/> which allows me to search through a collective of 45+ stock sites with a daily limit of 25 downloads, irrespective of either the size or type of file. In plain English, this means all my designs I do for you? They will be impressive, loaded full of appropriate photos etc. AND you don't have to worry about buying credits with a stock site or worry about 'carefully planning out' what images to use before begrudgingly buying them...lol.

For too long I was at the mercy of clients' limited budgets but no more. So regardless of the subject matter at hand, I can get what I need from my own site and you and your clients will get a layout that has NO watermarked, pixelated versions in it.

The one catch (although nobody has complained about it so far) is that, legally, I simply *cannot* forward you copies of whatever I downloaded...the original versions, under any circumstances. It is perfectly legal for me to build you out your projects and as "part of" your layered InDesign or Photoshop files, no problem. I can use a vector icon set in your layout but cannot email you a copy of the original .EPS basically.

On a good note, most people don't need the originals anyhow and if you haven't noticed, I seem to have a pretty good eye for getting stock that works really well with the subject matter.

5. PROJECT TIMEFRAMES

Standard protocol is two days turnaround time unless you've purchased my drop everything and do mine this instant package. In reality, sometimes I have a very heavy workload and other times I am nowhere near as busy – whatever the case may be, I ALWAYS let whoever contacts with whatever new project where I am at.

For example, if today was Monday, mid-morning and you just handed me another project and I knew I was pretty tied up, I would ask you if Thursday midafternoon was ok to get it back to you. If I am not super busy, it's always a day or two.

6. CLIENT-SIDE REQUIREMENTS

This is a bit subjective because I do work for huge agencies down to a small business owner that just needs a new better looking site; however, I will run through the 'standards'. I will need a primary site map (Home Page all the way through to Contact Us), any 'secondary' navigation items (usually top right plain text links), any 'functional' page elements (calendars, newsletter signups, search bars etc.), however many types of "call-outs" to products or services you want, footer information, logos if you have any, photos or illustrations if you have any and finally the direction you want me to do as far as the look and feel of it.

I get asked "What's the best way to let you know what kind of a look I want without penning you in...so I get the best work out of you?" all the time. The answer is pretty much the same every time; less is more with me. Some clients give me precise wireframes with boxes and labels – everything is laid out exactly where they want what. In those cases I'll do my best but I find they restrict me somewhat. The best ones are where I'm given a plain, short bullet point list of "As long as it has all these elements I'll trust your judgment" scenario.

Why trust me? I come with a lot of marketing and advertising insight as well as a healthy dose of common sense. Perhaps that combined with now *more* than thirteen years of doing this for a living, I have a pretty good sense of how to articulate things on a page that suits each client.

7. SOFTWARE & HARDWARE

I'm not sure why (because MAC & PC CS5 files are entirely cross compatible) but I do get asked a lot what platform and software I'm running. Windows 7 Ultimate 64bit, Adobe Master Collection CS5, an AMD FX(tm)-8150 Eight-Core Processor, 16GB of 1333MHz RAM, a 120 GB 3rd Gen SATAIII Solid State Drive as my boot drive, three 2 TB WD hard drives, one 3TB WD hard drive and a 1GB NVIDIA GeForce GTX 560 Ti video card on a 46" LCD screen running 1920 x 1080p. So yes, it can handle anything from massive 300dpi press files in either Photoshop or InDesign to rendering video files like it was nothing.

8. ARTWORK OWNERSHIP

Although you ultimately own the rights to whatever I do for you – I have NO interest in any of the projects I do personally – my one and ONLY stipulation might be that I would *prefer* to put whatever I do up on my page.

However, I get asked to sign agreements of all kinds and due to a variety of circumstances I will sometimes meet half way with a compromise of sorts. I am allowed to put it up because I took out any direct correlation between the client and me or on other occasions I just can't put it up but it's always a bit of a hard thing for me to do but depending on a few things, I might consider it...work is work but it kills me when I get asked to produce AMAZING stuff and then can't show ANYBODY what I did.