

# 2012 PRICELIST

2012.03.06



## BE RESPONSIBLE

Think about the environment before printing this (or any other) document. Do you really need a hard copy?

## SPECIALS

### **FREE LOGO WITH YOUR WEBSITE**

If you commission us to design a website, you also have the option of us designing the logo for the same company for free.

### **FREE COVER DESIGN**

If you've written a book, or produced a film or album, and you need the cover designed, we will undertake this task for free. Terms & conditions apply.

## DISCLAIMER

The prices within are subject to change without prior notice. Though they will give you a fairly accurate idea of what you can budget for, do contact us for an official quote.

## WEBSITE DESIGN

### **Web Design**

The following base prices exclude animation, directory submissions, hosting and any extra functionality mentioned.

<b>Minimum</b>	1 page website, 3 concepts supplied	R 2 500
<b>Small</b>	3 page website, 3 concepts supplied	R 4 000
<b>Standard</b>	5 page website, 3 concepts supplied	R 5 000
<b>Medium</b>	7 page website, 3 concepts supplied	R 6 000
<b>Larger</b>	8 page website and above, 3 concepts supplied	Minimum of R 6 500

### Web Maintenance

*N.B. We don't provide maintenance on websites that we didn't design or build ourselves.*

If a large job, we will quote per requirement. For small jobs, we charge R 6.00 / minute.

If you need regular web maintenance, you can request that we draw up a contract for a monthly retainer.

### **Web Animation**

Animation refers to moving text or graphics. The scope of animation work can vary drastically, so we are unable to provide exact prices for every scenario here. If you know what you need, contact us with a thorough plan and we will provide a quote. Alternatively, here are some basic animation options...

<b>Basic Slideshow</b>	1 animation consisting of a set of images with a transition – Can be added to multiple pages	R 2 000
<b>Advanced Slideshow</b>	1 animation consisting of a set of images with a transition and Text Animation - Can be added to multiple pages	R 2 500
<b>Motion / Shape Tween</b>	1 animation with objects moving or changing shape – Can be added to multiple pages	Minimum of R 2 500
<b>Flash Only Website</b>	We don't recommend entirely flash websites due to... - Bad load speed - Inability to bookmark individual pages - Inability of searchbots to follow links and index content ...but we will develop one on request	Price varies depending on complexity

## Web Development

*N.B. We don't provide development as a stand alone service. The following functionality is only available for websites that we design and build ourselves.*

Web development refers to extra functionality (usually coded with php or JavaScript and often requiring a MySQL database) such as blogs, content management systems and ecommerce solutions. With the exception of WordPress Blogs, we do not use cheap and free off-the-shelf packages as they are often bloated and complex for the client to use, and more often than not, can not be styled properly. Our development solutions are customised for the client so that they are clean, easy to use and perfectly integrated within the styled website.

Complexity of these solutions can vary drastically so we are unable to provide exact prices for every scenario here.

If you know what you need, contact us with a thorough plan and we will provide a quote. Alternatively, here are some rough estimates...

<b>Ecommerce &amp;/ CMS</b>	Shopping Cart &/ Ability to edit the website yourself	Ordinarily you could expect to pay between: R 20 000 and R 40 000
<b>Blog</b>	Wordpress Blog as stand-alone website or integrated into website	If it is an addition to a website that we have already built: R 4000 – R 6000 If a stand-alone installation: R 5000 – R 7000
<b>Contact Form</b>	Visitor form which forwards it's captured data to an email address.	If the website we design for you has a contact page, you are welcome to request this functionality while we are building it at no extra cost.
<b>Google Tools</b>	Google Custom Search / Google Adsense / Google Analytics	You are welcome to request this functionality while we are building your website at no extra cost.

## Web Marketing

*N.B. We don't provide web marketing on websites that we didn't build ourselves.*

We are not a dedicated SEO company, but we do build search engine friendly websites by default, so providing your market sector is not ultra competitive, with good content, some reasonable patience and directory submissions, you will start to receive some search engine love. If you require more in-depth web marketing, you are welcome to bring any offers and proposals from SEO companies to us for advice as the majority of these SEO companies are charlatans who will attempt to sell you what you already have.

<b>Simple SEO</b>	Websites we build are Optimised for search engines with: - Search Engine Friendly Navigation - H1, Meta & Title Tags - Alt attributes	Included for free on sites designed and built by us
<b>Directory Submissions</b>	Manual submission to quality local & International directories Includes report on completion	R 800

## Web Hosting & Domain Registration

If you want your website to be visible with the public, you need someone to register the domain name and host the website. We are hosting resellers, so we can organise both for you. We have a 6 different hosting packages to choose from, and each one includes either a .co.za domain name registration or .co.za domain name transfer, as well as the annual domain renewal fee. It also includes labour (setting up email addresses, redirects, etc) and all admin fees, so there are no hidden costs.

PACKAGE	01	02	03	04	05	06
DISK SPACE	50mb	250mb	750mb	1.5gb	3gb	5gb
BANDWIDTH	We do not cap bandwidth					
MAIL BOXES	5	15	30	75	100	200
MB LIMIT / BOX	10mb	20mb	40mb	60mb	80mb	100mb
PHP	All packages have php					
MYSQL DB'S	1	1	1	1	2	5
WEBMAIL	Yes	Yes	Yes	Yes	Yes	Yes
SSI	No	No	No	Yes	Yes	Yes
SUB DOMAINS	0	0	0	0	2	10
COST / YEAR	R600+-	R960+-	R1320+-	R1680+-	R2280+-	R2880+-

## Domain Prices

You will need to choose one of the above hosting packages as we do not register domains independently.

.co.za	Each of the above hosting packages includes either a domain registration or a domain transfer of 1 .co.za domain & annual domain renewal fee of same.
.com, .net, .org, .biz, .info	These extensions cost an additional R100.00 / year on top of whichever hosting package you choose.
.mobi	This extension costs an additional R150.00 / year on top of whichever hosting package you choose.
.co.uk, .org.uk	These extensions cost an additional R250.00/year on top of whichever hosting package you choose.
.org.za, .za.net, .za.org	These domain extensions are for non-commercial use (non-profit organisations, private, users, etc). They extensions are free, so in the event that you choose one of them, your hosting package will be R75.00 / year cheaper.

## BRANDING

### Logo Design

**SPECIAL** - If you commission us to design a website, you also have the option of us designing the logo for the same company for free.

Alternatively, if you only wish to have a logo designed...

<b>Logo Design</b> 3-6 Concepts, as needed	R 1 600
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### Banners / Signage

Due to the multitude of shapes and dimensions available, we are unable to provide exact prices for every scenario here. If you know what you need, contact us with specs and we will provide a quote. Alternatively, here are some rough estimates...

<b>Small Rectangular Banner</b>	Rectangle/Square up to 1m <sup>2</sup> in size 2 concepts supplied + Repro Ready file of chosen design Excludes Printing costs and the physical banner itself.	R 3 600
<b>Medium Rectangular Banner</b>	Rectangle/Square between 1m <sup>2</sup> & 3m <sup>2</sup> in size 2 concepts supplied + Repro Ready file of chosen design Excludes Printing costs and the physical banner itself.	R 5 400
<b>Large Rectangular Banner</b>	Rectangle/Square larger than 3m <sup>2</sup> in size 2 concepts supplied + Repro Ready file of chosen design Excludes Printing costs and the physical banner itself.	Minimum R 7 200
<b>Odd Shape</b>	Non-Rectangular/Square shape 2 concepts supplied + Repro Ready file of chosen design Excludes Printing costs and the physical banner itself.	Minimum R 3 600
<b>Multi-Faceted</b>	More than 1 surface 2 concepts supplied + Repro Ready file of chosen design Excludes Printing costs and the physical banner itself.	Minimum R 5 400

### Animated Logo Screens

Your logo is animated in the style of a movie or computer game opening sequence. Complexity varies greatly, so we are unable to provide exact prices for every scenario here. If you know what you need, contact us with specs and we will provide a quote. Alternatively, here is a rough estimate...

<b>Animated Logo Screen</b> Movie/Game-Style intro animation of your logo	Minimum R 4 000
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## HANDOUTS

### Business Card Design

<b>Single Sided Business Card</b>	3 concepts supplied + Repro Ready file of chosen design Excludes printing	R 1 700
<b>Double Sided Business Card</b>	3 concepts supplied + Repro Ready file of chosen design Excludes printing	R 1 900
<b>Additions</b>	Extra card made up for other staff member	R 60 / card

## Brochure Design

Due to the multitude of shapes and dimensions available, we are unable to provide exact prices for every scenario here. If you know what you need, contact us with specs and we will provide a quote. Alternatively, here are some standard types...

<b>Single Sided Flyer</b>	One side of a single page, up to A4 size Excludes printing	R 2 200
<b>Double Sided Flyer</b>	Both sides of a single page, up to A4 size Excludes printing	R 2 800
<b>Folder</b>	Single Sheet, folded once, up to A4 folded size Excludes printing	R 4 200
<b>Tri-Fold / Z-Fold</b>	Single sheet folded twice to produce 6 surfaces Excludes printing	R 4 800
<b>Booklet</b>	Multiple sheets folded into a booklet, up to A4 folded size Excludes printing	Minimum R 6 400

## STATIONERY

### Word Templates

<b>Letterhead Template</b>	MS Word 2003 / 2007 Letterhead and Continuation sheet	R 1 200
<b>Quote Template</b>	MS Word 2003 / 2007 Quotation	R 1 800
<b>Invoice Template</b>	MS Word 2003 / 2007 Invoice	R 1 800

### Traditional Printed Stationery

<b>Letterhead Template</b>	Letterhead + Continuation sheet Repro Ready file supplied, Excludes printing	R 1 800
<b>Comp Slip</b>	Repro Ready file supplied, Excludes printing	R 800

## Email Stationery

Email Stationery	Design and initial technical support for MS Outlook 2003 / 2007.	R 1 500
Email Newsletter	Design and initial technical support for MS Outlook 2003 / 2007.	R 2 200
Email Signature	Design and initial technical support for MS Outlook 2003 / 2007	R 800
Extra Email Signature	Extra signature made up for other staff member	R 60 / Signature

## ADVERT DESIGN

### Printed Advert Design

<b>Yellow Pages Listing</b>	Design only. Excludes placement cost.	R 500 – R 800
<b>¼ Page Advert</b>	Made to mag / newspaper specs. Excludes placement cost.	R 2 200
<b>½ Page Advert</b>	Made to mag / newspaper specs. Excludes placement cost.	R 2 800
<b>Full Page Advert</b>	Made to mag / newspaper specs. Excludes placement cost.	R 3 400
<b>DPS (Double Page Spread)</b>	Made to mag / newspaper specs. Excludes placement cost.	R 4 600

### Internet Banner Adverts

We can make up internet banner adverts to custom specs as required, though naturally we can't provide prices for every scenario. Below are the 2 most common standard sizes for internet banner adverts.

<b>Standard 468x60</b>	.swf / .gif. Excludes placement cost.	R 1 500
<b>Standard 120x600</b>	.swf / .gif. Excludes placement cost.	R 1 800

### Email Adverts

<b>Email Advert</b>	Made up as html stationery for use with most bulk mailing companies. Also compatible to send from Outlook, Live Mail or Thunderbird. Design only – Mailing lists & Sending is your responsibility.	R 1 800
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## Poster Design

<b>A3 Poster</b>	Includes repro ready file. Excludes printing.	R 2 800
<b>A2 Poster</b>	Includes repro ready file. Excludes printing.	R 3 600
<b>A1 Poster</b>	Includes repro ready file. Excludes printing.	R 4 400

## PRESENTATIONS

### Flash Presentations

Due to widely varied scope, we are unable to provide an exact price without exact specifications.

<b>Flash Presentation</b>	Includes CD label design. Excludes CD's, Burning & label printing.	Minimum R 9 000
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### PowerPoint Presentations

We generally do not quote to build an entire PowerPoint presentation, but rather a few different types of slides, for example, a cover slide, a text slide, a bulleted list slide, etc. This works out cheaper for you as you can then re use these slides to make other PowerPoint presentations as needed.

<b>PowerPoint Presentation</b>	3 Slide Template [Cover, Plain Text, Bulleted List]	R 3 500
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## 3D MODELLING

### 3D Objects

3D objects can vary in complexity and detail. Therefore, it is not possible to provide a flat rate.

<b>3D Object</b>	Provided as .obj file.	Minimum R 750
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### 3D Visualisation

3D objects can vary in complexity and detail. Therefore, it is not possible to provide a flat rate.

<b>3D Visualisation</b>	Provided as jpg renders from a variety of angles.	Minimum R 3000
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## 3D Animation

3D objects can vary in complexity and length. Therefore, it is not possible to provide a flat rate.

<b>3D Animation</b>	Provided as an .avi / .flv / sequence of jpg images.	Minimum R 3000
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## AND MORE

### Cover Design

**SPECIAL** - *If you've written a book, or produced a film or album, and you need the cover designed, we will undertake this task for free. Terms & conditions apply.*

To take advantage of this special:

- You will have to prove that the book, film or album is legitimate. The reason for this is we don't want to be kept busy by our competitors doing free work for fake projects.
- We will dictate the timeline.
- We will not design covers for anything we deem to be dodgy (for example risqué films)
- If purchasing a stock art photo would enhance the design, we will discuss and have this approved by you first, as this is a cost that would fall to you.
- We have the right to withdraw the offer at any time.
- Though your ideas are of course welcome, we will retain some measure of artistic freedom.

### Calendar Design

If the type of calendar you need is not listed, contact us with specs and we will provide a quote.

<b>Simple Tent Calendar</b>	Single A4 sheet folded into 3 surfaces to form a prism Excludes Printing costs and stock photos if necessary	R 2 200
<b>Multi-Page Tent Calendar</b>	Prism shaped calendar with a page per month Excludes Printing costs and stock photos if necessary	R 4 500
<b>Small 1 Page Wall Calendar</b>	Single Rectangle/Square sheet up to A3 in size Excludes Printing costs and stock photos if necessary	R 2 400
<b>Large 1 Page Wall Calendar</b>	Single Rectangle/Square sheet up to A1 in size Excludes Printing costs and stock photos if necessary	R 2 800
<b>Small Multi Page Wall Calendar</b>	12 Rectangle/Square sheets up to A3 in size	R 5 200

Excludes Printing costs and stock photos if necessary	
<b>Large Multi-Page Wall Calendar</b> 12 Rectangle/Square sheets up to A1 in size Excludes Printing costs and stock photos if necessary	R 6 700

### ***Wallpapers***

<b>Wallpaper</b> The computer kind, not the type that gets applied to walls	Minimum R 600
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### ***Screensavers***

<b>Simple Screensaver</b> Graphic slideshow with / without further animation	Minimum R 2 500
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### ***Photo Manipulation***

Due to the varied scope and complexity, it's impossible to give a flat rate, or even an estimate. If you know what you need, contact us with the details and we will provide a quote.