CARYL BUTTERLEY

RATES

My hourly rate is $75 per hour, however most design work is better served creatively, as well as cost effectively, by having an initial consultation meeting and agreeing on a package estimate that is inclusive of the individual needs of each project based on the following estimate ranges ...

GRAPHIC DESIGN *(poster, flyer, rack card, postcard, banner, etc)*

After brief discussion and content provided by client, designer will turn around a final product. One round of content editing is included $450

Client has more input in style and design elements utilized with expectation of several rounds of editing of both content and design...$500-$800

Art directed photoshoot for poster image.. additional $300+

WEB DEVELOPMENT

New website design and build that includes some or all of the following: Utilizes a standard template with modest customization, basic capability for client end updating (blog posting, about section editing), all content developed and provided by client with minimal rounds of editing, limited additional graphics and photo editing required ....$1,200-$2,000

New website design and build that includes some or all of the following: Utilizes a standard template with modest customization, advanced capability for client end updating and editing including all text areas and photos along with tutorial session(s), content development work sessions with content primarily written by client, some additional graphics and photo editing required ....$2,000-$4,000

All of the above with the addition of E-Commerce capabilities, or completely original website design with all coding tailored to specific needs of project, and / or content development done primarily on designer's end with extensive internal pages and layouts, photography or copywriting services required .... beginning at $4,000

LOGO / IDENTITY

Identify package which includes logo design with minimal rounds of redesigning and editing, modest amount of print collaterals (business cards, stationary) and modest amount of digital collaterals (web and social media files)...$500-$900

Identify package which includes logo design with heavy rounds of redesigning and editing, and / or development of several concepts, modest amount of print collaterals (business cards, stationary) and modest amount of digital collaterals (web and social media files). ....$1,000-$1,500

Identify package which includes logo design with heavy rounds of redesigning and editing, and / or development of several initial concepts, besides traditional print collaterals (business cards, stationary) and digital collaterals (web and social media files) additional materials such as banners, packaging and / or other swag design is required. .... beginning at $1,500

PHOTOGRAPHY AND PHOTO EDITING

Let's talk about what your specific needs are first

Note: Estimates do not include printing or other third party costs