



Patti Kleffman
Graphic Design & Production
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DARWIN'S LAIR

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Home Office: 952-471-7497
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Standard Hourly Art Direction Fee:	\$70.00	
Standard Hourly Graphic Design Fee:	\$60.00	
Standard Hourly Production Fee:	\$50.00	(All hourly fees are billed in 15 minute increments)

Job Description:

8-page Newsletter (4-page quotes in pink)

Type of Work:

Design, Production, Prepare for Printer

Initial Art Direction, Design & Production: **\$560.00** (One-time fee)
\$420.00 for 4-page newsletter

- Communications team will provide general guidelines.
- Designer will present 3 possible cover directions
- Once cover has been selected, designer will present inside page format.
- Allow time for possible revisions.
- Allow time for recommendation on paper selection.

Per Issue Design, Production & Printer Prep: **\$480.00 + \$50.00** per hour for final revisions
\$360.00 for 4-page newsletter

- 8 pages (*or 4 pages*)
- Either 2-color or 4-color process
- 8-16 photos (*or 6-12 for 4-page*): digital and/or photo prints accepted. Any scanning or retouching is included in price quote.
- Revisions after final PDF are subject to the standard hourly production fee of \$50.00.
- **If applicable, An additional expense of \$13-\$33 for stock photos and/or art may or may not apply per issue (see istockphoto.com).**

Summary of Per-Issue Newsletter Design & Production Services:

- Writer/editor hands off all edited copy, headlines, subheads, captions and photos. Writer/editor indicates story priority and suggests story location.
- Designer flows all copy into a template and works with writer/editor for any needed trimming, pullquotes, etc..
- Designer works with writer/editor on decisions about designer's suggestions for images and image treatment.
- Designer provides writer/editor with an initial PDF layout for review.
- Writer/editor proofs and returns layout for corrections.
- Designer makes revisions/corrections and submits final PDF for writer/editor and city officials to review.
- After final changes, designer makes all required files ready for printer and archives files for future reference.

Projects are billed after final files have been submitted to the printer with a payment due 30 days from billing date.