

# evolve&co. Rate Sheet

BRANDING	HOURS	RATE	ETA
Logo Development Package - 1 concept	15	\$1,406	7-14 Days
Logo Development Package - 2 concepts	25	\$2,344	7-14 Days
Logo Development Package - 3 concepts	35	\$3,281	7-14 Days
Included in All Packages:			
Logo Design: vector, inverted, png, variations	6		
Letterhead + Business Card Design	2		
Social Skin Design: icon, cover	2		
Font, Pantone, Lightroom Preset	3		
Product   Application Mocks	2		

Brand Refresh   Logo, Font, Social Skins	10		5-7 Days
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GRAPHIC DESIGN	HOURS	RATE	ETA
Graphic Design A La Carte			
1200 x 1200 Instagram Ad Design	1.25	\$148	3-5 Days
Facebook Cover Designs	1.25	\$149	3-5 Days
Social Profile Icon Design	1.25	\$149	3-5 Days
Instagram Highlight Icon Designs (6)	2	\$225	3-5 Days
Online Ad (300x250, 728x90)	2	\$225	3-5 Days
Social Media Ad Package: instagram ad, 15 sec video, cover, story	4	\$475	5-7 Days
Instagram Story Design (Add on only)	1.25	\$149	3-5 Days
Email Template Design	2	\$225	3-5 Days
Custom Email Marketing Design + Deploy	3	\$356	3-5 Days
Infographic Design	4	\$475	5-7 Days
Illustration	Varies	Varies	5-7 Days
Bi-Fold Brochure	3	\$356	5-7 Days
Tri-Fold Brochure	4	\$475	5-7 Days
Poster / Sign	2	\$225	3-5 Days
Business Card	2	\$225	3-5 Days
Labels	2	\$225	3-5 Days
Product Label	4	\$475	5-7 Days
1 Page Menu Design	3	\$356	5-7 Days
2 Page Menu Design	4	\$475	5-7 Days
4 Page Menu Design	6	\$713	5-7 Days
Print Ad	2	\$225	3-5 Days
Gift Certificate / Card	2	\$225	3-5 Days
Billboard	3	\$356	5-7 Days
15 Second Social MP4, Stock	2	\$225	3-5 Days
30 Second Social MP4, Stock	3	\$356	3-5 Days
1 Minute Social MP4, Stock	4	\$475	5-7 Days

PHOTOGRAPHY + VIDEOGRAPHY	HOURS	RATE	ETA
Photography 2 Hours, 1 Photographer, 15+ edited images	4	\$475	3-5 Days
Photography 3 Hours, 1 Photographer, 25+ edited images	5	\$594	3-5 Days
Photography 2 Hours, 1 Photographer + 1 Set Stylist, 25+ edited images	6	\$713	3-5 Days
Photography 3 Hours, 1 Photographer + 1 Set Stylist, 50+ edited images	9	\$1,069	3-5 Days
Professional Headshots In Evolve & Co Studio, 15+ images	3	\$356	3-5 Days
Videography - 3 Hours (min) + 1 camera, up to 60 second spot	6	\$938	N/A
Videography - 3 Hours (min) + 2 cameras, up to 60 second spot	9	\$1,406	N/A
Professional Model, 3 hours min.	3	\$438	N/A
Professional Model, half day (4)	4	\$500	N/A
Professional Model, full day (8)	8	\$938	N/A
Custom Lightroom Preset	2	\$238	3-5 Days

PUBLIC RELATIONS	HOURS	RATE	ETA
<b>Regional Press Release Package</b>		\$1,244	5-7 Days
Press Release Interview	1		3-5 Days
AP Standard Press Release Copywriting - 300+ words	3		3-5 Days
Distribution to 250+ Regional Journalists + Media Contacts	6		3-5 Days
Media Interview Coordination + Coaching	1		N/A
Press Release Index Report	1		7-14 Days
*National Distribution Available	varies		3-5 Days

<b>Events</b>	<b>18</b>	<b>\$1,688</b>	
Planning + Organizing   Vendor Coordination   Day of Representation	5		4 weeks
4 Hr. Graphic Design Package: Poster, Invitation, Social, Step & Repeat	4		5-7 days
Invitation Distribution (Digital) + RSVP List Monitoring	3		4 weeks
Photographer at Event, 3 hours, 20+ images	6		N/A
Add On: Press Release	12	\$1,244	3-5 Days

<b>Influencer Event Package</b>	<b>10</b>	<b>\$619</b>	
Planning + Organizing + Day of Representation   10 - 25 Influencers	5		
Custom Invitation Design	2		
Invitation Distribution (Digital) + RSVP List Monitoring	3		

<b>Strategic Partnership Development</b>			
(5) Civic, Charity, Community, Industry, Media, KPI	5	\$469	
(10) Civic, Charity, Community, Industry, Media, KPI	10	\$938	

SOCIAL MEDIA MANAGEMENT		HOURS	RATE
<b>Branding Package</b>			<b>\$994</b>
Includes: Up to 3 platforms: FB, IG, Twitter, etc.			
(1) Strategy Meeting: On location or Phone, Brand Manager + Designer		2	
(1) Monthly Content Outline		2	
(4) Pack Designs: 1200x1200's, cover, icon		4	
(15) Posts		4	
(15) Stories		1	
Fan Engagement		1	
Ad Platform Management: Boosts, Audience Targeting		Varies	
Analytic Reporting		Free	
<b>Branding + Growth Package</b>			<b>\$1,619</b>
(1) Strategy Meeting: On location or Phone, Brand Manager + Designer		2	
(1) Monthly Content Outline		1	
(4) Pack Designs: 1200x1200's, cover, icon		4	
(1) mp4 Video Design: 15 - 30 seconds		2	
(15) Feed Posts: FB, IG, Twitter		4	
(15) Story Posts: FB, IG, Twitter		1.5	
Fan Engagement		2	
Ad Platform Management		15%	
Analytic Reporting		Free	
Photography Visionboard + Shoot Outline		1	
Quarterly Photography 2 Hour Onsite, 2 person crew, 15 images + editing		5	
(4) Influencer Partnerships		2	

SOCIAL MEDIA MANAGEMENT + PUBLIC RELATIONS		HOURS	RATE	ETA
<b>Social Branding + Growth + PR Infusion Package</b>			<b>\$3,744</b>	
(1) Strategy Meeting: On location or Phone: Account Manager + Designer		2		
(1) Visionboard		1		
(1) Content Outline		1		
(4) Hours of Design: 1200x1200's, cover, icon, internal sign		4		
(2) mp4 Video Design: 15 - 30 seconds		4		
(15) Feed Posts: FB, IG, Twitter		4		
(15) Story Posts: FB, IG, Twitter		1.5		
Fan Engagement		2		
Ad Platform Management		Varies		
Analytic Reporting		Free		
Photography 2 Hour Onsite, 2 person crew, 15 images		5		
(4) Strategic Partnerships		4		
Press Release Interview		1		
AP Standard Press Release Copywriting - 300+ words		3		
Distribution to 250+ Regional Journalists + Media Contacts		6		
Media Interview Coordination + Coaching		1		
Press Release Index Report		1		
<b>Social Media Ala Carte</b>				
Photography 2 Hour Onsite, 2 person crew, 15+ images		4	<b>\$500</b>	3-5 Days
Photography 3 Hour Onsite, 2 person crew, 20+ images		6	<b>\$713</b>	3-5 Days
1200 x 1200 Instagram Ad Design (add on only)		1	<b>\$119</b>	3-5 Days
Facebook Cover Designs (add on only)		1	<b>\$119</b>	3-5 Days
Social Profile Icon Design		2	<b>\$225</b>	3-5 Days
Instagram Highlight Icon Designs		2	<b>\$225</b>	3-5 Days
Instagram Story Design (ad on only)		1	<b>\$119</b>	3-5 Days
15 to 30 Second Social MP4		2	<b>\$225</b>	3-5 Days
30 Second to 1 minute Social MP4		3	<b>\$356</b>	3-5 Days
Event: Cover Design, Invitation 500+, organic distribution		6	<b>\$563</b>	5-7 Days
10 Pack Branded 1200x1200 designs		6	<b>\$563</b>	5-7 Days

WEBSITE DESIGN + DEVELOPMENT	HOURS	RATE	ETA
<b>10 Page Site</b>	<b>24</b>	<b>\$3,750</b>	<b>4-8 weeks</b>
*includes wireframe, copywriting, design, contact form, map			
Website Planning Meeting	2		
Website Branding + Theming	2		
Copywriting up to 10 pages	10		
Design + Development up to 10 pages	10		
<b>Website A La Carte</b>			
Calendar Plugin	2	\$313	
Calendar Custom Design	6	\$938	
Blog to Site	2	\$313	
Video to Site	1	\$156	
SSL Certificate / Online Purchasing	4	\$625	
Photography 2 Hour Onsite, 2 person crew, 15 images	4	\$475	
Photography 3 Hour Onsite, 2 person crew, 20 images	6	\$713	
Professional Headshots In Studio, 10 images	2	\$238	
Professional Headshots In Studio, 20 images	4	\$475	
Videography - 3 Hours Onsite (min) + 1 camera, up to 60 second spot	6	\$713	
Videography - 3 Hours Onsite (min) + 2 cameras, up to 60 second spot	9	\$1,069	
Online Store	varies		