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General Price List

General Rates

R750 per hour	Consulting <i>What's the difference between a briefing and a consultation you ask? When I ask the questions, it's a briefing. When you ask the questions (and it doesn't result in a project), then it's considered a consultation.</i>
R550 per hour	Design / Layout / Conceptualising / Editing / Coding / Photography <i>If we're creating something, and the clock is ticking, it really doesn't matter if it's done as pencil on paper or in high-end software, you're getting our full skillset. Simply put... If you're unable to do it – it falls in here.</i>
R250 per hour	Non-creative, low skill, laborious tasks <i>You can do it, but don't have the time or inclination to do so. Sourcing stock pics, re-sizing photos, pages in Power Point, file conversions and other menial tasks still have to be billed for, but obviously at "rent-a-student" rates.</i>
R4000 per day	Day rates <i>Sometimes, projects are better quoted in days, not hours and minutes. When there's a mix of services and they're tough to isolate their time/value, a flat day rate makes more sense.</i>
Double the rate	Overtime: after 7pm at night and over weekends / public holidays. <i>A request at 4pm for a brochure design for 8am the next morning is an unreasonable request. Someone has to work through the night and will probably have to take a day or two off to recover putting other deadlines at risk. A premium is charged due to the inconvenience, disruption caused to our productivity and inconvenience to other clients.</i>
20% markup	Cost of sales: markup added to items purchased for the project <i>From a plug-in to an item for a photoshoot, if it's coming out of our bank account and being refunded much later, expect a markup. 20% is more than reasonable to cover interest and the convenience of not having to do it yourself. You are welcome to pay the supplier directly if you wish to take on the responsibility, account sign-ups and time.</i>

Graphic Design Pricing

Preamble and explanation of the double pricing

"How much for a business card?" or "What will a pull-up banner set me back?" are common questions that are nearly impossible to answer until we've been properly briefed, know what you're supplying, what we're delivering and what you're expecting. No corporate image, a logo to be scanned off a business card, 5 stock pics to be sourced and purchased, 2 design concepts, 3 sets of changes, a presentation to 3 directors and drive to Alberton can easily make a simple pull-up banner take 3 full days to complete. If you give us digital content and you have a previous banner to match to, it'll take less than two hours.

With this situation, we can't just charge hourly because you'll get a huge shock when we deliver one banner with an invoice of R9000. You need a flat project price to budget around, coupled with certain value expectations. Business cards should be cheap and billboards expensive, though realistically, they actually require about the same amount of time and resources from Impasto to produce the artwork.

To try cover both sides, we list two prices for each item.

The first price is for the least amount of time demands.

- There is an existing CI to guide the design.
- All required content is digitally supplied.
- Photos are supplied
- The logo is a scalable vector
- You know what you want
- There might even be existing artwork
- It's part of a collection of elements

The second price is for the most time demanding project.

- There is no CI, so Impasto has to create a design out of thin air.
- Nothing is supplied, or we have to type it up from a fax.
- We need to source photos and get them approved first.
- The logo needs re-drawing because it's too small
- You're not clear on your needs and leave it up to us
- This the first of a few elements so there is nothing to guide its appearance.

At the end of the day... you help us, we'll help you.

Come to party and make our lives simple by doing as much as possible for us, and you can have the low price. If you leave everything up to us and there's very little to help guide us, then we're going to need more time and have to charge the higher price. It all comes down to cost vs convenience... and we're giving you the choice.



Graphic Design Services

Simple, low demand
project specs

Note: All items exclude printing costs. Printing quotes are usually only valid for 14 days due to exchange rates, material costs, paper availability, quantities, vendors and even time of year, so all production-related quotes will have to be sourced at the time the project is ready to begin.

You are under no obligation to print through us. We have great printers who we trust, but you're welcome to use others, however, if you do source your own printer & quotes, we cannot be held responsible for unexpected results.

Ownership: The client (you) own the final print files (eg: the final PDF sent to the printer)
Impasto owns the master, working files (eg: the layered source file that produced the final PDF)

R 3 500		Logo 2 – 3 design concepts, 1 set of changes, Logo in a range of file formats. 1 page CI document.
-		High-end Logo & Mini Brand Manual Please request our standalone quote for info on this.
-		High-end Logo & Mini Brand Manual + Stationery Please request our standalone quote for this. Includes Business Cards, Letterhead (Word), Invoice & Quote (Excel), PowerPoint Template, Folder. The folder can be swapped for a pull-up banner.
R 250		Logo tracing ie: convert pixels to vectors for use in a project. Price is based on its complexity. This includes logos, graphs, charts, badges, stamps, etc – any small, stand alone graphic. We recommend you add the logo pack (listed next) as a linked service if it's a logo we're tracing.
R 950		Logo Pack & Mini Brand Manual for an existing logo Your logo is processed as colour & B&W, into a range of sizes and file formats. The Mini Brand Manual covers fonts, colours & basic usage guides.
R 950		Business card 2 – 3 design concepts, 3 sets of changes, Repro ready.
R 150		Additional names per business card 1 set of changes, Repro ready.
R 750		Letterhead (print) 2 design concepts, 3 sets of changes, Repro ready.
R 750		Letterhead (MS Word doc) 2 design concepts, 2 sets of changes.
R 2 200		PowerPoint template 1 design concept, 3 types of slides, 2 sets of changes, Repro ready.
R 1 300		Invoice & Quote (Excel doc with formulas) 1 design concept, 2 sets of changes.
R 1 200		Invoice book (print) 1 design concept, 2 sets of changes, Repro ready.
R 2 500		A4 Folder 2 design concepts, 3 sets of changes, Repro ready.
R 2 425		A5 flyer 1 design concept, 3 sets of changes, Repro ready.
R 3 250		A4 Z-fold brochure 2 design concepts, 3 sets of changes, Repro ready.
R 1 300		Banner (Pull-up / plain) 1 – 2 design concepts, 3 sets of changes, Repro ready.
R 2 500		Small print advert 1 design concept, 3 sets of changes, Repro ready.
R 6 950		Full page / DPS print advert 1 design concept, 3 sets of changes, Repro ready.
R 1 900 (static)	R 4 500 (animated)	Digital web advert / banner 1 design concept, 3 sets of changes.
R 600 (static)	R 1 200 (animated)	Facebook post 1 design concept, 3 sets of changes.
R 1 900		Social media banner. 1 design concept, 2 sets of changes.
R 450		Additional social media banner. Design is based on initial banner, 1 sets of changes.
SQ.		Email signature Signatures often have to be setup in the client's email application, possibly on-site.
R 2 125		HTML Email newsletter template 1 design concepts, 3 sets of changes, Set-up bulk mailer.
R 1050		HTML Email newsletter issues Add content, 1 sets of changes. Excludes sending costs.
R 650		HTML Email newsletter report Generate a report displaying reading statistics. 7 days after sending.
R 450 setup	R 150 per item	Product photography Shoe box sized items and smaller. Larger items may require studio rental.
R 50 (small)	R 250 (big)	Stockphotos Price is for purchase only and excludes the time spent sourcing them.
SQ. (prices range \$10 – \$100)		Stockvideos Price is for purchase only and excludes the time spent sourcing them.
R 1 000 per item (not per project)		Print management fee If Impasto has to manage your printer (or any production supplier) ie: brief, paper selection, get quotes, approve proofs, collect or receive deliveries, explain quotes to you. ie: Generally deal with your printer/supplier on your behalf, instead of using one of our suppliers.



Websites

All our sites are mobile responsive and employ basic SEO to be search engine friendly. They all conform to the web's "best practice" standards. All our platforms are open source, so any web designer can pick up our sites and continue working on them. We hand over all access passwords and hence don't hold you to ransom for future work (eg: changes & updates).

Note: These prices are for set packages based on certain assumptions to manage the cost, mainly that all content to be used in the website will be supplied by client in a digital format (all text & images). The higher, secondary price is when there is missing content, no CI or design style to guide the design, more than one individual will sign it off, Impasto has to apply initiative to complete the project, or Impasto has to advise on what's needed and ends up deciding the site's final purpose.

Simple Job.
Design style & all
content is supplied.

R 2 950	R 4 500	One page, static website <i>One page, though it can still have a menu. Sometimes called a landing page. Contains text, images, videos and a simple contact form only.</i>
R 4 250	R 6 700	Multi-page, static website <i>≤6 pages. Contains text, images, videos and a simple contact form only.</i>
R 8 250	R 12 900	Multi-page, dynamic website <i>≤10 pages. Contains text, images, videos and a simple contact form only. Built in WordPress. Blog functionality. Self-managed CMS. Can be widely expanded through the use of plug-ins.</i>
R 19 500		eCommerce, online shop <i>≤6 pages. Contains text, images, videos and a simple contact form only. PrestaShop / WordPress upgraded with WooCommerce. Includes the initial loading of 10 products and an SSL security certificate.</i>

Note: Please request Impasto's complete website quote document for the finer details about the above packages. It includes our full work process, extra items, Common terms and practices and T&Cs.

R 3 590	T&Cs for a website & Privacy disclaimer for email <i>Written by a lawyer, for you – not just stolen from someone else's website.</i>
R 1 500	Advanced installation of WordPress (a blank site) <i>You're going to choose and upload a theme then build the site yourself – we just do a custom installation to ensure reliability, install & setup security, install and setup automated backups, ensure automated updates are active and generally put you mind at ease that you're starting on the right foot.</i>
R 65 x 12 = R540 per year	Basic Hosting (includes a .CO.ZA domain registration) <i><10 email addresses. 2GB storage. 48MB RAM. Perfect for Static & small WordPress sites.</i>
R 120 x 12 = R996 per year	Advanced Hosting (includes a .CO.ZA domain registration) <i><20 email addresses. 10GB storage. 128MB RAM. Perfect for eCommerce sites.</i>
R 480 per month	Monthly maintenance of a dynamic site (WordPress and eCommerce sites). Includes Hosting. <i>Upgrades, Updates, Admin (eg: creating email accounts), Advice, 1 hour of changes to content. NOTE: This includes hosting, so if you take us up on maintenance, you can drop the hosting cost.</i>



Miscellaneous Products

R 7 900

Whiteboard marker video

< 1'30" in time length. Provide a script, and we'll storyboard it, draw it up and animate. This includes a voice artist of our choice and the recording studio time.

A quote will be required if you want a choice of voice artist. They are sourced through Intertalent.

Add R3000 per additional 1 minute if you want it longer than one and a half minutes.

R 9 500 *(buy)*

R 450 pm *(rent)*

DDS (Impasto's Document Distribution System)

Safe & Simple document sending system. Clients can always access their files through a browser, but never delete them so they won't keep bothering you with multiple requests for the same files.

Visit www.documents.web.za for more information.

R 750

(per photo)

R 950

(embedded)

360° photography

A single 360° spherical panoramic photo.

It can be embedded into a website.

Functions with virtual reality goggles (eg: Samsung gear or Google Glass).

Can be shared on Facebook as a live, interactive image.

R 3 000

(1-9 photos)

R 6 500

(10-30 photos)

Virtual Tour using 360° photography

An interactive virtual tour hosted online, embedded into a website.

Video, pictures and text can be inserted as buttons.

Functions with virtual reality goggles (eg: Samsung gear or Google Glass)

A range of custom features (eg: map overlays & branding) are available so please discuss this with us.

