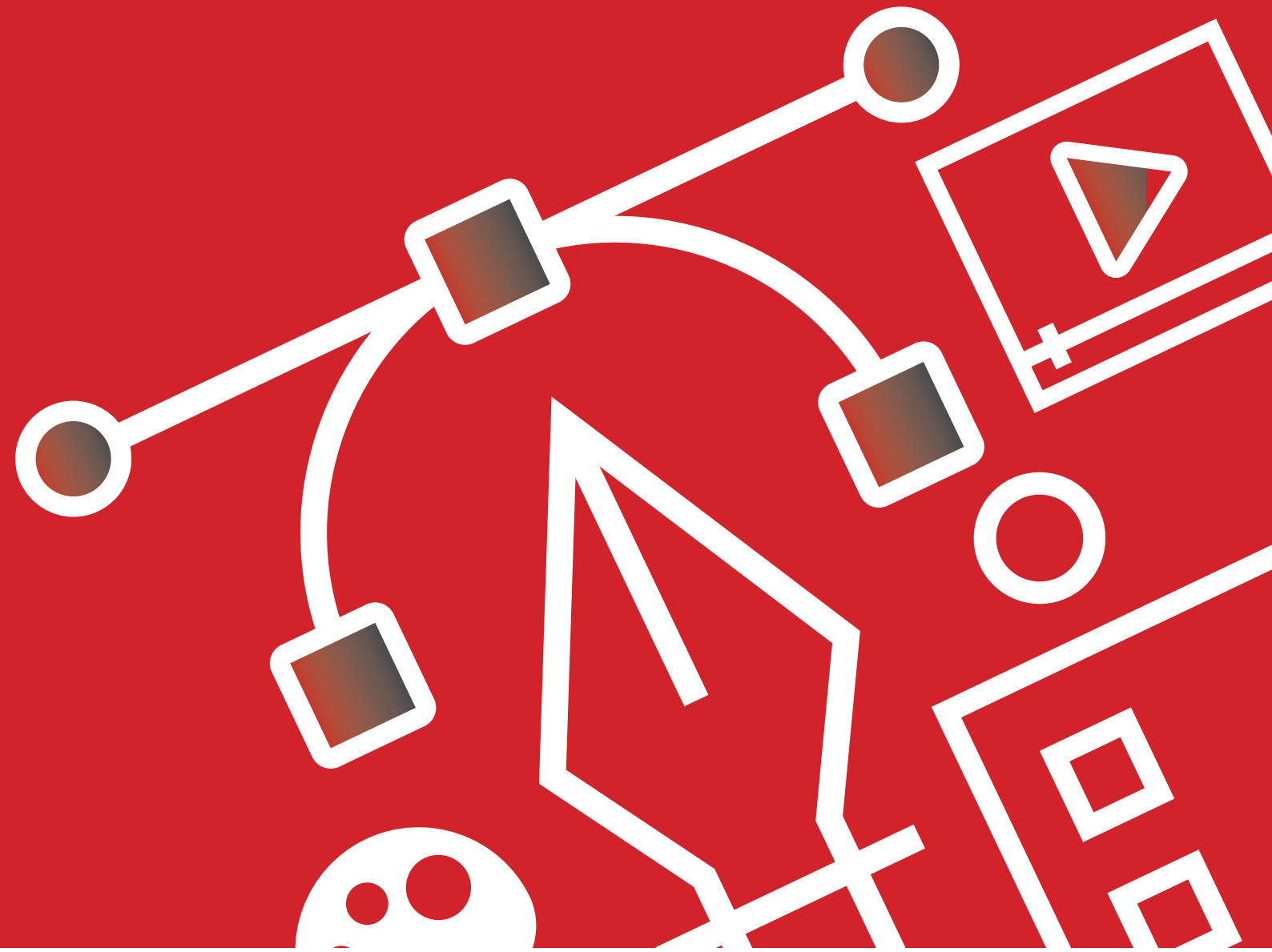


Switch

STUDIOS



**PRICELIST
2021**

General Rates

- R250 per hour** **Design / Layout / Conceptualizing / Editing / Coding**
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 skill set. Simply put... If you're unable to do it – it falls in here.
- R100 per hour** **Non-creative, low skill, laborious tasks**
You can do it, but don't have the time or inclination to do so. Sourcing stock pics, re-sizing photos, , file conversions and other menial tasks still have to be billed for, but obviously at "rent-a-student" rates.
- R1500 per day** **Day Rates**
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.
- Double the Rate** **Overtime: after 7pm at night and over weekends / public holidays**
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.
- 15% Markup** **Cost of sales: markup added to items purchased for the project**
From a plug-in to an item for a photoshoot, if it's coming out our bank account and being refunded much later, expect a markup. 15% 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.

Graphic Design Pricing

Preamble and explanation of the double pricing

“How much for a business card?” or “What will a pull-up banner cost me?” 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 can easily make a simple pull-up banner take 5 full days to complete. If you give us digital content and you have a previous banner to match to, it’ll take less than 3 days.

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 SwitchStudios to produce the artwork.

To try cover both sides, we now 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 SwitchStudios 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 is 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

Complex, high 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.

R 1 500	-	Logo - 2 - 3 design concepts, 1 set of changes, Logo in range of file formats. 1 page CI document.
-	R 3 000	High-end Logo - business sells more expensive products, targets a higher class or is simply luxurious!
-	R 5 000	High-end Logo & Stationary - Includes Business Cards, Letterhead and email signatures
R 250	R 500	Logo Tracing - Convert pixels to vector for use in a project.
R 650	R 1 200	Business Card - 2 - 3 design concepts, 3 Sets of Changes.
R 100		Additional names per business card - 1 set of Changes.
R 650	R1 200	Letterhead - 2 design concepts, 2 sets of changes
R 1 100	R 1 950	A4 Folder - 2 design concepts, 3 sets of changes.
R 420	R 800	Digital Flyer - 2 design concepts, 3 sets of changes
R 840	R 1 600	A4 Z-fold Brochure - 2 design concepts, 3 sets of changes
R 850	R 1 200	Banner (Outside Banners) - 1 - 2 design concepts. 3 sets of changes.
R 650	R 1 200	Digital web advert / banner - 1 design concept, 3 sets of changes
R 500	R 1 000	Facebook Post - 1 design concept, 3 sets of changes.
R 500	R 1 000	Social Media Banner - 1 design concept, 3 sets of changes.
R 300	R 600	Email Signatures - Signatures often have to be setup in the client's email application.
R 1 000	-	Email Newsletter design - 2 design concepts - 3 sets of changes.
R 350	-	Correx Board Design - 2 design concepts - 3 sets of changes.
R 1 500	R 3 000	Online Brochure Design - 5 pages or more.
R 1 000	R 2 000	Booklet Design - 4 pages or more
R 500 per project		Print management fee - If SwitchStudios has to manage your printing (or any production supplier) ie: brief, paper selection, get quotes, approve proofs, collect and receive deliveries.

Web Design Services

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 (e.g.: 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, SwitchStudios has to apply initiative to complete the project, or SwitchStudios has to advise on what's needed and ends up deciding the site's final purpose.

Simple Job Design style & all content is supplied	Demanding Job. Direction is vague. needs are unclear	
R 1 500	R 2 000	One Page Dynamic Website One page, though it can still have a menu. Sometimes called a landing page. Contains text, images, videos and a simple contact form only.
R 3 000	R 4 500	Multi Page Dynamic Website - 2 - 4 pages. Contains text, images, videos and a simple contact form only.
R 5 000	R 8 000	Multi Page Dynamic Website - 5 pages and more. Contains text, images, videos and a simple contact form only.
R 10 000	-	E-Commerce (Online Shop) - Contains text, images, videos and a simple contact form only. WordPress upgraded with WooCommerce. Includes the initial loading of 10 products and an SSL security certificate.
R 150	-	Basic Hosting - 10 Email Addresses. 2 GB Storage. Also includes 2 hours of maintenance or changes per month.
R 250	-	Advanced Hosting - 20 Email Addresses 5 GB Storage. Also includes 2 hours of maintenance or changes per month.
R 850	-	Content Writing - 800 - 1000 words. Up to 5 focus words.

Illustration Design

Simple Illustrations - R 250 per hour (minimum 2 hours)

Complex Illustrations - R 500 per hour (minimum 4 hours)

Social Media Marketing

FACEBOOK		
Setup	Visual	Engage
R490 (once-off)	R 1 499 (per month)	R 1 999 (per month)
Facebook page setup and/or optimization ONLY	Facebook page setup and/or optimization	Facebook page setup and/or optimization
Includes a custom cover image design	Custom cover image design	Custom cover image design
Management and content plan NOT INCLUDED	Monthly content plan	Monthly content plan
	2 custom visual designs per week	3 posts per week (including visuals)
	Management NOT INCLUDED	Monthly feedback report
		Management INCLUDED

INSTAGRAM	
Visual	Engage
R 1 499 (per month)	R 1 999 (per month)
Instagram account setup and/or optimization	Instagram account setup and/or optimization
Monthly content plan	Monthly content plan
2 custom visual designs per week	3 posts per week (including visuals)
Management NOT INCLUDED	Monthly feedback report
	Management INCLUDED

Digital Marketing

Google Ads

Get instant traffic to your website by appearing for searches related to your business and industry on Google

Adwords Starter	Adwords Advanced	Adwords Premium
R 4 000 (per month)	R 5 000 (per month)	R 7 000 (per month)
Setup Fee	Setup Fee	Setup Fee
Keyword Research	Keyword Research	Keyword Research
Management Cost	Management Cost	Management Cost
PPC Management	PPC Management	PPC Management
Conversion Tracking	Conversion Tracking	Conversion Tracking
Google Budget R 2 000	Google Budget R 3 000	Google Budget R 4 000
Monthly Strategy Meeting	Monthly Strategy Meeting	Weekly Strategy Meeting
Click-Through-Ratio – 1-15%	Click-Through-Ratio – 1-15%	Click-Through-Ratio – 1-15%
Landing Page	Landing Pages	Landing Pages
Monthly Report	Monthly Report	Weekly Report



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