

Jennifer Dinsdale

FREELANCE GRAPHIC DESIGN



SERVICES & PRICING GUIDE

jenniferdinsdale.com.au
design@jenniferdinsdale.com.au

THE DESIGN PROCESS

PROJECT BRIEF

We start the process with a chat and a "brief" overview of what you are looking for. This can include an overview of your business/product and goals, and also where and how you require your particular design to be used.

Quote

A quote is prepared for you depending on your design requirements OR your pre-paid inhouse designer package will take care of this!

Research

We review your audience, industry trends, competitors and points of differentiation to generate ideas that fit the market. We talk with you to discuss your 'must have' elements in your design, as well as things you don't like or want to see in your design.

Brainstorm

We generate a list of ideas based on the project brief and research. We look at colours, typography, taglines and symbols.

Design

Now we can start building your design! We create several versions so you can pick the most suitable design and build from there.

Revisions

This is where you provide feedback and we refine the artwork until you are 100% happy. Revisions can take 1-2 days production. Remember, timely feedback means that we can meet your deadline! Delays from you may cause projects to run over due to other clients requiring our attention.

Job Completion

Upon your approval, the final design is prepared and saved as the files you will need for printing and/or publishing online.

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PROFESSIONAL DESIGN SERVICES

Give yourself the freedom to focus on running your business and leave the graphic design to me!

My "in house" design services packages suits businesses who are newly branded, launching a new product or service, are building and maintaining a strongly cohesive social media presence or who have ongoing digital and/or print design requirements. If you need product swing tags, facebook share images, a poster, magazine advertisements AND a flyer to launch your new product, this is the most economical design option for you!

You will receive exclusive priority treatment for the length of your contract term, and each package offers value for money with a special bonus. To maintain the highest level of service, there are limited packages available per month and advanced bookings and payment are essential.



Suited to small businesses or not for profits who are newly branded and require business cards and stationary, are maintaining an online and/or social media presence, updating product labels or launching a new product.



Suited to businesses or not for profits who are launching a new range of products and/or services, are building a social media presence or maintaining several social media accounts or creating an e-book for distribution.



Suited to businesses who are launching a new product or service, have multiple projects running simultaneously or running a longterm, multifaceted marketing campaign. This package can be used to cost effectively manage multiple or complex design requirements.



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\$200
1 month contract

FREE initial 30 minute consultation to assess and discuss your design requirements over skype or phone call.

Includes 5 hours of professional design service. Can include web both print ready files.

Supply of print and/or web ready files for your use.

5% discount on print purchases (additional)

BONUS
Book 2 months & receive 1hr FREE!

\$400/month
2 month contract

FREE initial 30 minute consultation to assess and discuss your design requirements over skype or phone call.

Includes 12 hours of professional digital & print design services per month for the price of 10.

Supply of print and/or web ready files for your use.

5% discount on print purchases (additional)

Payment Plan Available (5 fortnightly payments of \$160)

\$640/month
2 month contract

FREE initial 30 minute consultation to assess and discuss your design requirements over skype or phone call.

Includes 22 hours of professional digital & print design services per month for the price of 20.

Priority service - your design requests are given priority to others in the queue.

Supply of print and/or web ready files for your use.

10% discount on print purchases (additional)

Payment Plan Available (5 fortnightly payments of \$256)

\$900/month
3 month contract

FREE initial 60 minute consultation to assess and discuss your design requirements over skype or phone call.

Includes 30 hours of professional consultation and digital & print design services per month. **BEST VALUE!!**

Priority service - your design requests are bumped up to the top of the queue.

Supply of print and/or web ready files for your use.

Manage design tasks via online task manager

10% discount on print purchases (additional)

Payment Plan Available (8 fortnightly payments of \$337.50)

Print services are additional to our design services

Please see T&Cs on the back page.

PROFESSIONAL PRINT SERVICES

I can make you look great on paper!

I offer high quality, professional printing options for my clients through maintaining great relationships with several trade print suppliers in Australia. From business cards, letterheads and brochures to banners and signage, I can provide you with a competitive quote for all of your business printing needs.

Stationary printing from design approval can take between 5-10 business days, and all jobs are couriered to your preferred Australian business address free of charge. Large scale print jobs (banners and signage) can take a little longer depending on the size and complexity of the job. Time frames can be discussed upon quote requests.

Standard print job pricing as below - if you cannot see what you are after, please contact me for a custom quote - design@jenniferdinsdale.com.au.

Business Cards

STANDARD CARDS 90x55mm
double sided, un-laminated
360gsm artboard, square corners

100x	\$38.00
250x	\$48.00
500x	\$56.00
1000x	\$107.00

PREMIUM CARDS 90x55mm
gloss or matt laminate front,
double sided colour print
360gsm artboard, square corners

100x	\$42.00
250x	\$53.00
500x	\$63.00
1000x	\$123.00

LUXURY CARDS 90x55mm
gloss or matt laminate 2 sides,
double sided colour print
360gsm artboard, square corners

100x	\$50.00
250x	\$85.00
500x	\$101.00
1000x	\$160.00

Postcards

Standard, 150x100mm,
double sided, un-laminated,
360gsm artboard

50x	\$62.00
100x	\$75.00
250x	\$173.00
500x	\$204.00
1000x	\$240.00

Standard, 150x100mm,
double sided, 360gsm artboard
Matt/Gloss laminated 1 side,

50x	\$70.00
100x	\$85.00
250x	\$188.00
500x	\$229.00
1000x	\$279.00

A4 Poster (210x297mm),
single sided, un-laminated
supplied flat,
150gsm Coated Art Paper

250x	\$208.00
500x	\$258.00
1000x	\$357.00
2000x	\$432.00

Flyers

Standard DL (99x210mm),
double sided, un-laminated
supplied flat, 150gsm

250x	250x
500x	500x
1000x	1000x
1500x	1500x
2000x	2000x

Standard A4 (210x297mm),
double sided, un-laminated
supplied flat,

150gsm Coated Art Paper	
250x	\$355.00
500x	\$374.00
1000x	\$410.00
2000x	\$483.00

A3 Poster (297x420mm),
single sided, un-laminated
supplied flat,
150gsm Coated Art Paper

250x	\$297.00
500x	\$356.00
1000x	\$476.00
2000x	\$585.00

Round corners, alternate sizes
and 55mm square business
cards also available on request.

TERMS & CONDITIONS – Design Packages

- ‘On Demand Design’, ‘Grow your Biz’, ‘In House Designer’ & ‘In House Designer Premium’ design packages do not include logo design, web design or printing. All other print and digital media design services are included including, but not limited to social media images (cover images, share images, profile images), podcast covers, posters, flyers, business cards & stationary.
- Full payment for packages is due upfront in full, with exception for payment plans which are available via Paypal recurring payments. Clients wishing to take up a payment plan will be subject to the terms and conditions of Paypal and agreed payment plan terms of Jennifer Dinsdale.
- Cancellation of booked design packages must be done in writing/email minimum of 7 days prior to commencement of contract. A cancellation fee of 25% of total contract costs will apply, with the remainder of the amount paid being returned to client. Funds will be returned via whichever means they were paid (IE direct deposit OR paypal). Any fees or charges incurred by client by Paypal or other financial institution with return funds are the clients responsibility and will not be covered by Jennifer Dinsdale.
- All design tasks will be supplied to you via electronic download link in print only and/or digital (web use) formats for your future use. You will be able to download and save to your computer. These files will be deleted from the cloud/online storage after 7 days of contract termination.
- Prepress (print ready) files will be supplied as CMYK 300dpi .pdf files with 3mm bleed, unless otherwise specified at commencement of task. If you are outsourcing your printing, please let your designer know where to find print specifications.
- Digital files will be supplied in .jpg and/or .gif format, RGB at 72dpi unless otherwise required.
- Professional printing services are available upon request, and at additional cost to the client. Printing costs are not included in any of the ‘in house design services’ packages.
- A planned schedule of design hours will be discussed and allocated during the free 30/60minute consultation to suit your design requirements. Please note that these are subject to change if at any stage clients do not provide timely feedback and /or approvals of artwork OR multiple/unforseen revisions of artwork is required OR design requirements change. Your designer will adhere to the planned design schedule as closely as you allow; please be prompt and efficient with your feedback and approvals.
- ‘Unused’ design hours can be rolled into the next month, provided that month is included in your existing contract term. IE 12hrs included in the ‘Grow your biz’ package can be distributed evenly over the full 2 month contract term. Any hours not used at the end of the contract term will be forfeited by the client. No refunds will be given on remaining contract hours.
- Proofing of design work will be done via email.
- Client consultation may be done via email, Skype, Zoom Chat or phone call.
- Please be aware that due to calibration differences, models and makes of monitors, print methods, paper types and printer brands that colour variances can occur between what you see on screen compared to how the final printed product will appear. Jennifer Dinsdale Freelance Graphic Design will not be held responsible for colour variations between on screen and printed products, and no financial remuneration will be given for any colour variations. Please print proofs to check colours PRIOR to final approval of artwork is given.

Please see the website for full terms and conditions

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