



2019 rates and prices

print and digital design

1. Print and Digital Design..... R400 per hour

- a. Brochures
- b. Magazines
- c. Advertising
- d. Social Media Images
- e. Wallpapers
- f. eBooks
- g. Proposals & Tenders

2. Complex Design R600 per hour

- a. Object branding
- b. Infographics
- c. Interactive Documents (PDF)
- d. Website wireframes
- e. Application wireframes

Please note that all work is strictly quoted up front and will not proceed until a written acceptance has been received from the client. Should project go outside of quote, an additional quote for the extra time will be send and will require approval.

On large invoices, a 50% deposit is required and is non-refundable should client cancel the job.

Final print work will only be released once final invoice has been paid.

social media

1. Setup..... R2,000

- a. Setup social media accounts (Instagram, Facebook, LinkedIn)
- b. Profile photos and banners (logo to be provided)

2. Light Management R1,500 per month

- a. 2 bespoke images provided per week (content to be provided)

3. Medium Management R2,500 per month

- a. 3 bespoke images provided per week (content to be provided)
- b. Manage and Post on behalf of client

4. Full Management R3,500 per month

- a. 4 bespoke images provided per week (content to be provided)
- b. Manage and Post on behalf of client
- c. Provide reports on boosting effectiveness and post reach

5. Social Media Strategy R8,000

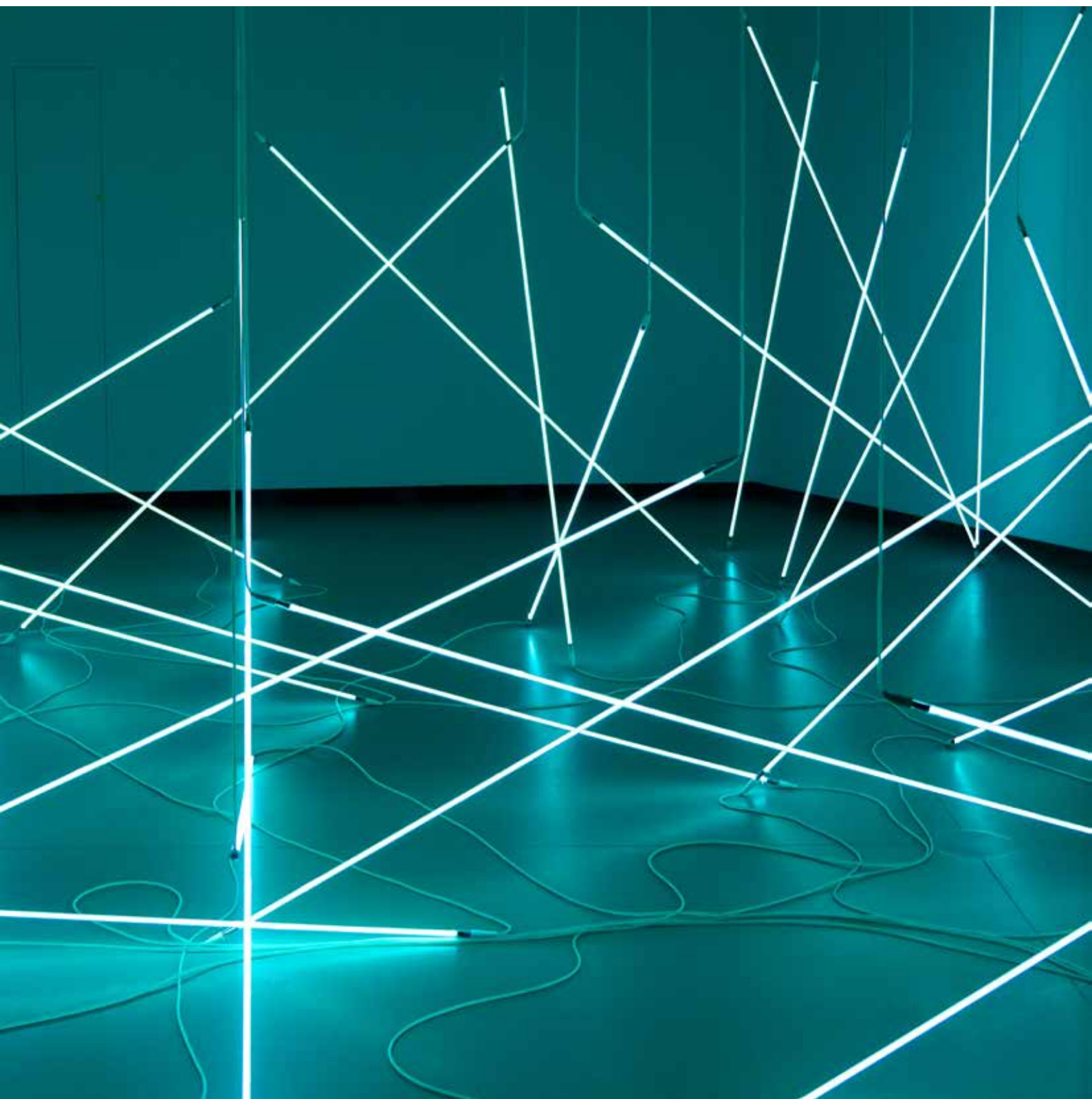
- a. All platforms plan and breakdown of posting
- b. Guidelines for social media posting, pitfalls and tips for successful social media management
- c. Posting strategy and scheduling tips
- d. Tips on gaining and retaining clients on Social Media
- e. Converting social media viewers to customers

photography

- 1. Event Photography (including editing)..... R500 per hour**
- 2. Packaging Photography (including editing)..... R25 per packshot**
- 3. Photo Editing R300 per hour**

Please note that travel costs and accommodation is not included in the cost of event photography. For weddings or large events, a special price for the event can be arranged.

Packshots require the products delivered to DekkerDesigns and an example if a preferred style is desired.



brand development

- 1. Basic Brand R4,000**
 - a. Logo Refresh (with existing logo)
 - b. Basic CI (business cards, letterhead, email signature)
- 2. Comprehensive..... R6,000**
 - a. Logo Refresh (with existing logo)
 - b. Basic Corporate Identity (business cards, letterhead, email signature)
 - c. Corporate Identity Guide
 - d. Company Profile (add R1,500 for interactive profile)
- 3. Extensive R9,000**
 - a. Logo Development
 - b. Extended Corporate Identity (business cards, letterhead, email signature, social media banners and logos)
 - c. Corporate Identity Guide
 - d. Company Profile (add R1,500 for interactive profile)
 - e. Infographic of processes and organogram
- 4. Complete R12,000**
 - a. Logo Development
 - b. Extended Corporate Identity (business cards, letterhead, email signature, social media banners and logos)
 - c. Corporate Identity Guide
 - d. Company Profile (add R1,500 for interactive profile)
 - e. Infographic of processes and organogram
 - f. Basic website branding graphics

wordpress websites

- 1. Simple Site..... R8,000**
 - a. Basic site with 3 sections or pages
 - b. Simple contact form
 - c. Google Analytics
- 2. eCommerce..... R10,000**
 - a. Basic site with 4 sections or pages and a store
 - b. Simple contact form
 - c. Google Analytics
 - d. WooCommerce Integration (standard)
 - i. PayFast Setup
 - ii. 15 Products Loading
- 3. eCommerce PLUS (additional plugin costs excluded)..... R13,000**
 - a. Basic site with 4 sections or pages and a store
 - b. Simple contact form
 - c. Google Analytics
 - d. WooCommerce Integration (standard)
 - i. PayFast Setup
 - ii. 15 Products Loading
 - e. Customised Emails
 - f. Custom Product Page layouts

Please note that additional plugin costs are excluded as well as premium plugins to gain specific functions that may be requested from the client. Pricing may vary depending on the complexity of the website and a thorough brief is required for a final quote to be developed.



Please direct all requests and queries to
ryno@dekkerdesigns.co.za and we will get
back to you as soon as possible.