



# AD:PRICING

## Rates & Terms of Service

Print & web design work that falls out of project parameters: \$50/hour

*This includes any extra work required for the below rates as well as work on brochures, signs, annual reports, web banners, and web sites.*

### Logo Design

Standard Logo.....	\$500
Standard Logo w/ Letterhead, Business Card, & Envelope Design.....	\$750

### Print Ads

All print ads are supplied as high-resolution composite B/W or CMYK PDFs(PDFX-1A Compliant). Including 3 concepts to choose from. Up to 100 words of copy editing. Typesetting and production included. AD:INVENT stock photographs. Unlimited revisions. 5-10 day turnaround. Email or FTP delivery. 15 months of file archiving. Start as low as \$400. See chart below for estimate based primarily on ad size.

Ad Type/Size .....	B/W or 1 Spot Color .....	4-Color .....	3 Ads
Magazine/Standard (8-1/2" x 11" or smaller)			
Up to 1/2 Page.....	\$400	\$500	\$1,000
2/3 Page.....	\$450	\$550	\$1,100
Full Page.....	\$500	\$600	\$1,200
Spread.....	\$700	\$800	\$1,600

Magazine/Newspaper/Tabloid (11" x 14")			
Up to 1/2 Page or 30 column inches.....	\$400	\$500	\$1,000
Full Page.....	\$550	\$650	\$1,250
Spread or Double-Truck .....	\$750	\$850	\$1,650

Newspaper/Broadsheet (13" x 21" or larger)			
Up to 30 column inches (1/4 pg) .....	\$400	\$500	\$1,000
Up to 63 column inches (1/2 pg) .....	\$600	\$700	\$1,400
Full Page.....	\$800	\$900	\$1,800
Double-Truck .....	\$1,000	\$1,100	\$2,200

Yellow Pages (Full Size)			
Quarter Column (QC, 1/16 pg).....	\$400	\$500	
Double Fifth Column (DFC) .....	\$400	\$500	
Double Quarter Column (DQC) .....	\$400	\$500	
Triple Quarter Column (TQC) .....	\$400	\$500	
Double Half Column (DHC).....	\$450	\$550	
Triple Half Column (THC).....	\$500	\$600	
Half Page (HP) .....	\$600	\$700	
Triple Quarter Page (TQP) .....	\$700	\$800	
Full Page (FP) .....	\$800	\$900	
Double Truck (DT).....	\$1,200	\$1,300	

20% off all prices for non-profit organizations.

Ad sizes are based on average units, and meant as a guide for pricing only. The actual size may vary depending on the publication. For fractional sizes not listed on the chart please contact AD:INVENT for a free estimate.

Extra Services	
Contact Proof.....	\$55
Outsource Stock Images.....	List price +\$25
CDs of your files .....	\$25
Shipping .....	\$20
Revisions of ads.....	\$50/hour

### Terms of Service:

**Billing:** All projects require a 50% deposit of the project estimate prior to beginning work, payable by cash, check, or money order. Minimum deposit is \$100 for 2 hours design work in advance. Balance is due upon final approval of your project, and prior to our releasing the files to you, the publisher, or printer.

**Kill Fee:** A kill fee of 50% of the project estimates (equal to your deposit paid) will be charged on all projects cancelled once work has begun.

**Written Estimate:** Prior to beginning work, AD:INVENT will provide you with a written project estimate. All fees and costs are estimated and valid for 30 days. Changes in the scope of work and/or project specifications may require a revision to the original quote. Any revision of this quote must be approved in advance by both parties, and will be reflected in the final invoice.

**Turnaround/Delivery Charges:** Standard turnaround for initial advertising concepts or designs is 5-10 business days from the client approval of quote(payment of deposit) unless notified otherwise in advance. Actual turnaround depends on scope of project and current workload. Upon approval, AD:INVENT will provide a specific date when you can expect to receive initial design concepts. Expediated service (3-5 business days) will increase the pricing by 20% and rush turnarounds (1-2 business days) will increase pricing by 50%. Note: Final delivery of files is dependent on client turnarounds and final approvals. We recommend that you provide a minimum of 10 business days prior to your materials deadline in order to avoid rush charges.

If you have any further questions about AD:INVENT or its services, please feel free to call Monday-Friday, 9-6pm ET at 201-401-9579. Or email: [contact@adinvent.com](mailto:contact@adinvent.com). [www.adinvent.com](http://www.adinvent.com)

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Personal appointments may be made for clients in the New York City metropolitan area.