



**MENU OF  
SERVICES AND COMPENSATION**

030123

## OVERVIEW:

### Compensation is based on three factors:

**Ideas** = Value-based fees

**Strategic Consultation** or **Creative Supervision** = premium time-based fees

**Administrative** or **Execution** = basic time-based fees

## DETAILS:

### Ideas = Value-based fees

When there is a specific deliverable (ad concept, mailer concept, brand position, brand tagline, etc) then a mutually agreed upon **concept fee** for the 'idea' will be used. For creative elements that require shorter copy, this concept fee will include finished copy. Concepts fees will be based on **use/placement**, so if an idea is used as an in-store poster or a tradeshow booth where prospective customers are already gathered, it will be less than an external communications piece that has to work harder to disrupt, attract attention, excite, and cause somebody to think a certain way or take a certain action.

#### **\$500**

##### **Creative Brief**

–We will discuss the new project and I will hone the audience & goal & message into a highly focused document to act as guidepost in creating and evaluating the communications

#### **\$800**

##### **One External Communication Element** (Print Ad, Digital Ad, Direct Mailer, Landing Page, Social Post, etc)

–I'll provide 2-3 concept options in rough layout form, fee includes use of one concept option and finished layout and copy. Delivered as PDF, JPG, GIF or MPEG4 file.

–Includes one round of revisions

–Stock image \$33/per

–Photoshopping images \$80/hour

#### **\$500**

##### **Email**

–I'll provide 2-3 concept options in rough layout form, fee includes use of one concept option and finished layout and copy. Delivered in Folder containing PDF as reference along with JPGs of all artwork broken up any way John Hill needs to build email.

–Includes one round of revisions

–Stock image \$33/per

–Photoshopping images \$80/hour

#### **\$1000**

##### **Brochure** (4-pager)

–I'll provide 2-3 concept options in rough layout form, fee includes use of one concept option. Once a concept had been chosen, final layout and copywriting will be completed. Delivered as PDF file. (Fee for a longer brochure increases \$500 per extra four pages, so 8-pager is \$2000, 12-pager is \$2500 etc)

–Includes one round of revisions

–Stock image \$30/per

–Photoshopping images or supervision printing \$80/hour

–Printing and postage costs not included

#### **\$600**

##### **Video Script** (1-2 minute)

–I'll provide one video script for review. One round of revisions included.

–Once script has been approved, if needed, I can either work with an in-house or outside source to produce, or produce myself (I edit with Premiere Pro) @\$80/hour

## **\$500**

### **Trade show booth elements** (Pull-Up banner, table display, give-away)

–I'll provide 2-3 concept options in rough layout form, fee includes use of one concept option and finished layout and copy. Delivered as PDF file.

–Includes one round of revisions

–Stock image \$33/per

–Photoshopping images or supervision printing \$80/hour

–Printing and delivery costs not included

## **\$300**

### **Sell sheet** (provided all input/data is provided)

–Simple headline and copy, using client provided input/data, layout to match style of existing literature.

Delivered as PDF file.

–Includes one round of revisions

–Stock image \$33/per

## **\$2000**

### **Website**

–I'll provide 2 concept options for homepage in rough layout form along and headlines w/rough copy for up to 4 interior pages/sections. Once a concept had been chosen, further copy/scripting will be done at \$80 per hour. The rough layout and text would be delivered to your web source, or I can arranged to produce the site.

## **\$800**

### **Incentive program**

–I'll provide 2-3 concept options in text format, fee includes use of one concept option. Once a concept had been chosen, copy will be finalized.

## **\$1500 - \$2000**

### **Marketing Focus Map**

–A visual representation of a communications plan, showing what type of communication elements/tactics can be deployed and how they can work together to help attract, engage and motivate a potential customer to act. Useful as a '40,000 view' of the marketing landscape, to help aid in planning/choosing which customers/targets to engage with which types of creative pieces.

## **\$5000**

### **Creative Campaign Strategy**

- > Meeting with client to clarify/hone messaging to target audiences
- > Develop 2-3 Creative Strategy options
  - each will include 3 creative concepts in rough layout form
- > Presentation of Creative Strategies and discussion/recommendation
- > Final tweaking to approved Creative Strategy
- > Includes developing final copy and layout for each of the 3 creative concepts

NOTE: For the purpose of further illustrating the 'legs' of a possible campaign, there may be more than 3 creative concepts presented for each Creative Strategy option. Use of these additional concepts is not included in this fee. If you decide to use any, the additional concept fee is \$800/per, and includes developing final copy and layout.

## **Strategic Consultation or Creative Supervision = premium time-based fees**

### **\$100 per hour (min 1 hour):**

- >Strategic consultation ('what do you think of this?')
- >Creative direction (supervising/leading outside resources such as designers/web)
- >Video/audio production supervision (casting/recording/directing/editing)

## **Administrative or Execution = basic time-based fees:**

### **\$80 per hour:**

- >Simple copy editing ('take this copy and fix it up')
- >Simple copywriting ('need a paragraph or two for this product' or 'an article/blog post or a straightforward script for a product video')
- > Art direction/layout/production
- > Reformatting an existing creative element into additional media forms/dimensions/executions
- >Designing presentation decks
- >Researching website/web/materials to gain information needed to write copy
- > Project management (emails, phone/Zoom conferences, presentations, trafficking, administration)

### **Additional Services offered:**

#### **VOICE OVER**

35¢ per word\*

- > \*\$50 minimum up to 40 words
- > \*\$75 minimum over 40 words
- > Audio Production at \$80/hour

#### **VIDEO INTERVIEWS**

\$80 per hour

## **TERMS:**

- 50% required to begin project
- Usage rights for completed work will be transferred to client once full payment is received
- All concept options not chosen/purchased remain the intellectual property of DeMuesy Creative Inc.

## **BILLING OPTIONS:**

### INVOICE BY THE PROJECT

I will provide estimates for anything you require before beginning. 50% due upfront to begin project and balance due upon completion. Net 30 days.

### INVOICE MONTHLY

I will invoice you at the end of each month. Included on the invoice will be:

- charges for all hourly work (up to that date)
- the set-fee for any concept-based-fee project that was presented that month (even if client did not yet choose which concept they want to move forward with)