

Konrad Rode

Illustrator, cartoonist, graphic designer and web designer

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Rate Card 2009/05/01

Application icon design

Windows Vista, XP (Vista look) and pre-XP, at 16px, 32px, 48px and 64px, uniform: (each)	R 2.250 - R 2.700
Windows XP & pre-XP, at 16px, 32px, 48px and 64px, uniform: (each)	R 1.575 - R 1.800
Windows Vista & XP (Vista look), at 16px, 32px, 48px and 64px, uniform: (each)	R 1.125 - R 1.575
Windows Vista, at 16px, 32px, 48px and 64px, uniform: (each)	R 900 - R 1.125
Windows XP, at 16px, 32px, 48px and 64px, uniform: (each)	R 1.125 - R 1.575
Mac OS X 10.4 and earlier, at 16px - 128px, uniform: (each)	R 1.350 - R 1.800

Adverts

For placement in newspaper or magazine:	R 900 - R 1.575
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Book covers

Illustration:	R 3.600 - R 4.950
Illustration and layout/design:	R 4.275 - R 5.850

Brochures

Full colour, A4, single sided, folded:	R 1.125 - R 2.475
Full colour, A4, double sided, folded:	R 1.575 - R 3.600
Full colour, 2 x A4 (A3, folded), double sided:	R 2.250 - R 4.275
Full colour, 4 x A4 (2 x A3, folded), double sided:	R 3.150 - R 5.175
Full colour, 8 x A4 (4 x A3, folded), double sided:	R 4.050 - R 5.850

Business cards

Design:	R 900
Extras (different names & numbers): (each)	R 70

Caricatures

Detailed, one person, full colour, A5 - A2:	R 3.150 - R 3.600
Detailed, one person, full colour, small, for website or e-mail:	R 1.125 - R 1.575
Detailed, one person, black line art, A5 - A2:	R 1.125 - R 1.575
Detailed, one person, black line art, small, for website or e-mail:	R 900 - R 1.125
Group, black line art, A5 - A2:	R 3.150 - R 3.600
Group, black line art, small, for website or e-mail:	R 1.125 - R 1.575

Cartoons

Full colour, 1 - 2: (each)	R 900
Full colour, 3 - 6: (each)	R 450
Full colour, 7 - 20: (each)	R 405
Full colour, 20 - 99: (each)	R 290
Full colour, 100 or more: (each)	R 250
Black line art, 1 - 2: (each)	R 585

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Black line art, 3 - 6: (each)	R 395
Black line art, 6 - 20: (each)	R 250
Black line art, 20 or more: (each)	R 195

CD covers

Front, inner sleeve, back and disc design:	R 1.575 - R 3.150
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Compliment slips

Design:	R 450 - R 900
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Display banners

Display banner design for exhibition stand:	R 900 - R 1.575
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E-mail

E-mail design (HTML):	R 900 - R 1.575
Header design (GIF):	R 450 - R 900
Footer design (GIF):	R 450

Event stationary

Event invitation design:	R 900 - R 1.125
Event programme design:	R 900 - R 1.575

Folders

Design, A4, simple, no business card slot, raised spine or raised pockets:	R 900 - R 1.575
Design, A4, complex, with business card slot and/or raised spine and/or raised pockets:	R 1.575 - R 3.150

Letterheads

Design for professional print:	R 900
Design (JPEG or GIF for Word):	R 900

Logos

Logo design:	R 1.350 - R 3.150
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Maps

Map rendering:	SQ
Map illustration:	R 2.250 - R 4.950

Menus for restaurants or coffee shops

Menu design:	R 1.125 - R 2.250
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Pamphlets

Flyer design, full colour, A5, single sided:	R 900 - R 1.125
Flyer design, full colour, A5, double sided:	R 900 - R 1.575

Photo manipulation

Photo manipulation:	SQ
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Posters

Poster design:	R 900 - R 1.125
Poster design with caricature or illustration:	R 3.600 - R 4.500

Vector rendering

Vector "tracing":	SQ
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Websites

Website design & development, ± 5-20 pages (incl. search engine optimisation and submission); Flash and databases (e-commerce, forums, blogs, client's ability to update website, news sites), if needed, are not included:	R 6.750 - R 12.000
Web banner (static or animated GIF):	R 900 - R 1.125
Website search engine submission and optimisation (depends entirely upon industry):	R 1.800 - R 7.200

Wine labels

House wine label design:	R 1.800 - R 3.600
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No VAT is charged.

Terms & conditions

- Projects commence upon proof of 50% **deposit** (cleared) of total quotation, as well as client's full name and **ID number** or company registration number. Otherwise, a 100% deposit may be required. Balance payable upon delivery.
- Payment to **outsourced** service providers, if needed, such as printers, photographers, font distributors, back-end web developers, Flash developers etc., will be payable directly to them.
- The above quotations **exclude** the following, if needed, and unless otherwise stated:
 - Printing
 - Logo design
 - Font (typeface) registration for corporate identities
 - Illustration work, caricatures, cartoons, renderings, photo-manipulation
 - Photography or stock photographs
 - Back-end development (database-driven websites), Flash animation or interactivity, web hosting, web domain name registration etc.
- All of the above are rough quotations – please don't hesitate to ask for an accurate, **formal** quotation once you provide more details, such as:
 - Market description (income, culture, trends, corporate or informal etc.)
 - Quantity
 - Size
 - Special colours
 - Printing needs
 - Inclusion of logo design
 - Inclusion of font (typeface) registration for corporate identities
 - Inclusion of illustration work, caricatures, cartoons or renderings
 - Inclusion of stock photograph
 - Inclusion of back-end development (database-driven websites), web hosting, web domain name registration etc.
- **Discounts** are available to new clients (in their non-corporate capacity or as micro-businesses), and for projects that include several of the above quotations.

Give me a ring on 082-44-66-526 during office hours should you have any questions – hope to speak to you soon!

Konrad Rode

Freelance Illustrator, Web Designer and Graphic Designer