

RATES GUIDELINES



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Vodacom Mobile: 082 426 7706

Telkom Mobile: 081 530 6100

[WEBSITE](#) | [EMAIL](#) | [FACEBOOK](#)

The rates listed in the table below are merely an indication of the average price range charged for the various areas of focus in the field of graphic design. It is based on guidelines provided in the 2017/2018 annual survey published by the Southern African Freelancers' Association (SAFREA). The table does not list the entire range of project types, but includes the most common types dealt with on a regular basis.

Follow the link to view SAFREA's latest survey: http://www.safrea.co.za/pages/182-Freelancer_rates_guidelines

GRAPHIC DESIGN DIGITAL & PRINT CONCEPTS

Type	Per hour	Half-day	Full-day
General design including social media concepts	R350.00—R550.00	R1200.00 - R1700.00	R2200.00 - R3200.00
Logo design	R300.00—R500.00	R2500.00 - R3500.00	R2500.00 - R5500.00
Creating visual concepts for sharing on mobile devices	R300.00—R500.00	R1200.00 - R1700.00	R1500.00 - R2800.00
Enhancing & retouching original images	R300.00—R500.00	R1200.00 - R1700.00	R2500.00 - R3500.00
Transforming statistical data into visual graphics and diagrams	R350.00—R650.00	R1200.00 - R1600.00	R2500.00 - R3500.00

GRAPHIC DESIGN LAYOUT & PRODUCTION

Type	Per hour	Half-day	Full-day
Advertisements	R300.00—R600.00	R1200.00 - R1600.00	R2200.00 - R3200.00
Brochures	R300.00—R600.00	R1200.00 - R1600.00	R2200.00 - R3200.00
Magazines	R350.00—R550.00	R1200.00 - R1600.00	R2500.00 - R4500.00
Corporate reports	R350.00—R650.00	R1500.00 - R1700.00	R2500.00 - R3500.00

DISCOUNTED & FLAT-RATE PROJECT FEES

30% – 50% DISCOUNT

The following categories will always qualify for discounted rates and/or flat-rate project fees, depending on the scope and complexity of the project:

1. **ESTABLISHED CLIENTS WITH WHOM WE HAVE LONG-STANDING RELATIONSHIPS.**

Discounted costs also apply for all Franchise Branches, affiliated to our client.

2. **PROJECTS THAT SHOW POTENTIAL FOR RECURRING WORK AND/OR REFERRALS.**

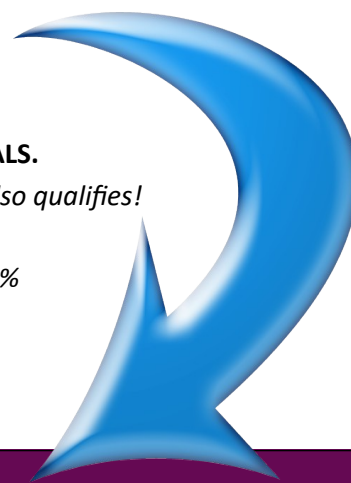
Anyone that is professionally associated with the business of our initial client also qualifies!

3. **START-UP BUSINESSES AND YOUNG ENTREPRENEURS**

We take several precautions in this category, including the requirement of a 50% deposit before work commences.

4. **ALL NON-PROFIT ORGANISATIONS (NPO'S).**

Non-Profit Facebook Groups and Pages also fall into this category.



COST EXAMPLES

A few examples based on actual projects that fall in the above categories – ongoing and/or completed during the past 6 months:

PROJECT TYPE	SCOPE OF PROJECT	CLIENT	COST
Logo design, including a letterhead-template and advert brochure incorporating the new logo.	Client presented with 6 unique concepts, suitable for digital and print display in colour and greyscale.	NPO	R2750-00 50% discount
Social media banner	Advert for an upcoming event designed for responsive viewing on all devices and shareable on social media.	Start-up business	R165-00 30% discount
Magazine cover designs	12 x unique monthly editions for publishing on an electronic publishing platform (ISSUU) - for display on a responsive web site with link to pdf version.	Established client	R2400-00 Yearly project fee
Enhancing & retouching original photographs for e-commerce web site. All images optimized for fast web loading.	Original high resolution photographs periodically received via dropbox in batches ranging from 5 to 20 images per batch, with specific instructions per image. NOTE: Time tracking tool used to calculate cost per batch.	New client <i>(Potential for recurring work.)</i>	Monthly project fee Cost calculated @ R2-50 per minute. <i>R150-00 per hour.</i> 50% discount

MORE SPECIFIC COST EXAMPLES

NOTE:

Maximum 2 x design concepts are presented to clients – additional concepts may incur additional charges.
 All concepts are designed on specific instructions and inspiration-ideas received from clients.
 The discounted price is applicable to any one of the 4 categories mentioned above.

PROJECT TYPE	COMMENTS	NORMAL PRICE (Average)	DISCOUNT PRICE (Average)
FACEBOOK COVER DESIGNS Customized images for groups and pages. 1920 x 1080 pixels 16:9 aspect ratio	Concepts created at a pixel resolution of 1920(w) x 1080(h) offer the ideal balance for display on large-screen computers and small-screen mobile devices. We design stunning Facebook Cover Videos CONTACT US FOR MORE INFO	R850.00	R425-00
DIGITAL CONCEPTS optimized for social media sharing. (780 x 960 pixels)	Concepts created at a pixel resolution of 780(w) x 960(h) are ideal for sharing and viewing on smartphones in the popular portrait mode. The designs are small in file size yet high-quality.	R450.00	R225.00
DESIGN CONCEPTS FOR PRINT (Maximum A4 size @ 300 pixels/inch) Includes: * Magazine & Book Covers * Advert Flyers & Brochures	The final concepts are delivered in several popular formats suitable for high-quality print, with optimized versions for digital/online distribution.	R1400-00	R700-00

We have access to a wide range of royalty free images. However, clients who prefer to submit their own images must ensure that copyright is not infringed and that image-resolution is acceptable for the intended design concept.

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