

Flagship Projects FZ-LLC
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Flagship Projects 2017 RATE CARD

Code	Description	Rate Dh
Full campaign	Main creative concept for a full campaign	325000
Ad creative	Creative concept for one ad	9500
BTL creative campaign	Concept for BTL campaign	18000
BTL one creative	Creative concept for one BTL	3500
Logo full package	Corporate ID Logo with theorization	38000
Brand manual	Full brand manual and usage guidelines of logo between 18-20 pages	35000
Brand Experience roadmap	Brand positioning, comm. strategy, values, promise, all B.E elements	45000
Logo design	logo design 2 option	8000
Stationary	Stationary design 2 option design	5000
Additional stationary application	Additional stationary item application/each	750
Press Ad design	Press or Magazine ad (1/4 page - full page) English or Arabic	3500
Animated Ad	Simple sequence animated digital ad	5000
Additional Artwork	Additional artwork for 2nd language/each	1500
Brochure design	Corporate brochure/Newsletter per A4	1500
Brochure Trifold	Brochure (A4 trifold /leaflet)	3500
Flyer	Flyer, Mailer + Env. (A5, 20X10cm)	3500
Additional fold	Additional fold double sided/each	1500
Die cut design	Additional creative die cut/each	1500
Layout page	Plain data, text pages layout (over 100 pages)/A4	250
Packaging	Packaging design 2 options	7500
Label	Label design 2 options	5000
Label size adaptation	Size adaptation each	1500
Label design adaptation	Design adaptation/each	1500
Dangler design	Dangler design (creative and die cut)/each	2500
Poster design	Poster design	3000
Shelf talker	Shelf Talker, wobblers	1500
Bunting	Bunting design	1500
Promotion stand	Product / promotion stand design	5500
Brochure stand	Brochure stand design	1500
Sticker design	Sticker, window sticker	1500
Outlet window display	Outlet window display	5000
Additional die cut application	Additional creative die cut/each	1500
Uniform design	Uniform branding	5000
Badge design	Event name badge design	750
Calendar design	Calendar - similar projects	6000
Tent card design	Tent Card design including die cut and	3500
Signage design	Signs, billboards, Mupi, Bus billboard design with 2 options	4500
Van branding	Brand Livery, branding (Vans, cars, etc.)	6000
Banner design	Banner, backdrop, rollup, large format posters	1500
Booth design	Exhibition booth concept and design	14000
Infographic design	Infographic design - one option (storyboard, sketch, copy, illustration)	5000
App UI/UX	Mobile app UI/UX design theme and concept	8500
Social media page branding	Social media page branding and design per channel	5000
Presentation theme design	Power Point Presentation slide template 1st & 2nd p.	2500
Website design	Website, graphical user interface 1st & 2nd p.	10000
Additional web page design	Additional page/each	500

Multimedia presentation design	Multi-media presentation (panning still images + VO) up to 3 minutes	22000
Arabic translation	Arabic translation, typed A4	500
English translation	English translation, typed A4	500
Copy writing	House Journal/Brochure copywriting, A4 page	1500
Photography per event	Event coverage (Hard copies + Hi. res.on a CD) 1 days cost	4500
Photography single	Studio professional photography - single shot	1200
Photography composition	Studio professional photography - art composition	2200
Photography outdoors	Outdoor professional photography - single shot	1500
Photo retouching	Computer photo retouching - single shot	750
Photography per day	Per day rate (photography + retouching) 6 hours	9000
Film creative concept	Film Slide + script + voice over (15 Seconds)	9000
Storyboarding	TV story board (drawing sketch, caption, design)	6000
Radio script	Radio script, jingle/spot	2000
Character design	Creative cartoon character making in 2D with color scheme, 2 options	6000
PR	Public relations (monthly retainer fees) per month	12000
Event full day	Full Event Management (launching, press conference) per day	18000
Event part time	Part Event Management (launching, press conference) per day	10000
PR release management	Co-ordination for press releases by client/each	1800
Top management time	Top management time per day	9000
Account Ex.	Account Executive/art director/designer per day	5000
Admin time	Admin Support per day	1500
Commission	Media commission on net media rate	4-8%
Service charge	Production and outsourced jobs charges 15-20%	15