

Smart Fish Marketing Services Price List 2011



Copywriting Services

Ad copy (per 500 words)	\$200
SEO optimized Home page	\$300
SEO optimized About Us page	\$250
SEO optimized Products and Services page	\$175
SEO optimized 5-page website	\$950
SEO Optimized web article, 250 words.....	\$150
10 article package	\$125 each
25+ article package	\$100 each
Articles for trade journals, magazines, and other copy (per 500 words)	\$350
E-newsletters	call for quote
Press Releases	\$175
Sell sheet (8 1/2x11)	
1-sided	\$299
2-sided	\$375
Brochure (8 1/2 x 11, 2-sided)	\$325
Large Brochure (11 x 17, 2-sided)	\$550
Email marketing	\$250 per email
3+ email campaign	\$175 each
Sales Letter	
1 page	\$250
2 pages	\$325
Catalog copy	call for quote
Company Reports	call for quote
Manuals and User Guides	\$300 per page
10+ pages 20% discount	
White Paper.....	call for quote

Editing and Proofreading (you supply copy)

SEO optimized Home page	\$175
SEO optimized About Us page	\$125
SEO optimized Product and Services	\$125
Company Reports	call for quote
Company Newsletters	call for quote

Corporate Identity Packages

Basic Corp ID package

logo, letterhead, envelope, business cards.....	\$700
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Enhanced Corp ID Package

logo, letterhead, envelope, business cards , brochure (8 1/2 x 11).....	\$1,000
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Premium Corp ID Package

logo, letterhead, envelope, business cards, brochure (8 1/2 x 11), postcards	\$1,200
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Marketing Materials Package

Sell sheet (8 1/2 x 11), business cards, Letterhead, postcard	\$700
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New Business Package

Logo, Letterhead, Envelopes, Brochures (8 1/2 x 11), branding statements, basic marketing plan.....	\$1,000
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Graphic Design

Logo Design (3 sample designs)	\$450
Text only logo (3 sample designs)	\$130
Business Card (2 sample designs).....	\$200
Envelope (2 sample designs)	\$50
Letterhead (2 sample designs)	\$150
Style Guide	\$500
Ad design (2 sample designs)	
1/4 pg	\$175
1/2 pg	\$250
Full page	\$350
Web banner	\$45
Postcard/rack card/Door Hanger (2 sample designs)	
1-sided.....	\$200
2-sided.....	\$275
Sell sheet 8 1/2 x 11	
1-sided.....	\$150
2-sided.....	\$250
Sell sheet 11 x 17	
1-sided.....	\$200
2-sided.....	\$300
Brochure 8 1/2 x 11, 2-sided	\$300
Brochure 11 x 17, 2-sided.....	\$375
Flyer	
1-sided.....	\$190
2-sided.....	\$285
Booklet	call for quote
Magazine.....	call for quote
Catalog	call for quote
Custom Invitations, announcements	
Thank You cards	\$175
NCR Forms (per 8 1/2 x 11 sheet)	\$130
Menus	call for quote

Don't see what you need? Call us 303.638.8625

- Pricing does not include printing, stock imagery costs, photography costs, or any other costs associated with third party contractors necessary to complete the project. Pricing includes work by Smart Fish only.
- Pricing includes 2 revisions. A revision constitutes layout adjustments or stylistic changes. Additional revisions may be included at Smart Fish's discretion.
- A revision does not include the inclusion of new or additional copy. Errors in spelling, dates, addresses, phone numbers and names are included in the price as long as they were correct in the original copy as submitted. Copy additions that alter the layout may incur an additional \$50 charge. Copy should be finalized prior to submission.
- Rushing your project does not degrade quality or attention to detail, it just means we will work extra hard to get your design out the door quickly because we understand that sometimes, you just need it right away. Rushing your project usually means you can expect completion within 24 hours. Some projects may not be eligible for rush scheduling. Please check with us in advance for scheduling, as we can't guarantee availability. Rush projects will incur a 20% mark up.