



Graphic Design Package Pricing and Guidelines

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Standard Graphic Design 'Package Pricing'

Unless stated to the contrary (below) our standard Graphic Design Package Prices already include the cost of designing one disc, however, some of our standard Eco-Sleeve and Digipak products can accommodate an extra disc, extra discs, or even a printed folder or booklet. If you wish to include any of these extra items an additional graphic design charge is required. Please visit [Page 2](#) to confirm the additional design charge.

Discs In Standard Jewel Cases

Style JC1	*\$260
Style JC2	*\$325
Style JC3	*\$390
Style JC4-B	*\$455
Style JC6-B	*\$585
Style JC8-B	*\$715
Style JC10-B	*\$845
Style JC12-B	*\$975

Discs In Slim Jewel Cases

Style SJC1	*\$195
Style SJC2	*\$260
Style SJC3	*\$325

Discs In Standard Or Slim DVD Cases

Style LCT	*\$260
Style LCT-1	*\$325
Style LCT-2	*\$390

Discs In Eco-Sleeves

Style CS100	*\$260
Style CS105	*\$260
Style CS200	*\$390
¹ Style CS206	*\$390
¹ Style CS210	*\$390
Style CS215	*\$520
¹ Style CS220	*\$520
¹ Style CS221	*\$520
¹ Style CS222	*\$520
³ Style CS230	*\$650
Style CS225	*\$390
Style CS310	*\$390

Discs In Digipak

Style CS1000	*\$390
¹ Style CS1005	*\$390
¹ Style CS1015	*\$390
Style CS1020	*\$520
¹ Style CS1025	*\$520
¹ Style CS1026	*\$520
² Style CS1027	*\$585
Style CS2000	*\$390

Add a folder, booklet or extra disc

Some of our standard Eco-Sleeve and Digipak products can accommodate an extra disc, extra discs, or even a printed folder or booklet. The following legend relates to the package pricing as noted above:

- ¹ = Design price includes 1 disc (the insert for the pocket is an extra charge).
- ² = Design price includes 2 discs (the insert for the pocket is an extra charge).
- ³ = Design price includes 3 discs.

Add a folder, booklet or extra disc

Our standard Graphic Design Package Prices already include the cost of designing one disc (CD or DVD), however, some of our standard eco-sleeve and digipak products can accommodate an extra disc, extra discs, or even a printed folder or booklet. If you wish to include any of these extra items an additional graphic design charge is required as shown below:

Extra: Each Additional Disc

Simple Text Only	*\$35.00
Text and Images	*\$65.00

Extra: Folder/booklet

1 Panel Insert	*\$65
2 Panel Folder	*\$130
3 Panel Folder	*\$195
4 Panel Booklet	*\$260
6 Panel Booklet	*\$390
8 Panel Booklet	*\$520
10 Panel Booklet	*\$650
12 Panel Booklet	*\$780

Logos and custom graphics

Our standard Graphic Design Package Prices do not include concept and design of custom graphics such as logos. Should you require this type of custom design work, our designer will be happy to consult with you, determine the cost and we will provide you with a quotation for your review and approval.

Graphic Design 'Package Price' Guidelines

Please note that no graphic design work will be undertaken for a 'rush' order. The reason for this is because graphic design is a creative process that cannot necessarily be rushed to completion. To 'rush' often puts an unfair burden on the designer and can compromise the finished work.

Step 1. Supplying Your Design Assets

Graphic design is comprised of two main elements – words and images – so that's what you'll need to supply to us to design with. Important: Low quality images will not produce high quality print, so please review our tips (noted below) about selecting images and graphics for your design.

Text: Supply us with your text in electronic form (please do not send us hand-written notes or print-outs) and remember to proof your text thoroughly for errors before sending to us. Preferred formats are: (a) Word .doc file, (b) an E-mail message, (c) .txt file.

Images and Graphics:

- (a) Required image resolution for commercial print is 300 dpi/ppi.
- (b) Required colour mode for commercial print is CMYK (not RGB).
- (c) Do not use photos/images from the internet as they are low quality.
- (d) If you are taking your own photos use the highest quality setting your camera allows.
- (e) If you are scanning your own photos, scan at 300dpi and save as .TIF or .TIFF format.
- (f) Do not use images that will need to be enlarged in order to fit properly in your design.
- (g) If you are processing your images in Photoshop we would prefer you to send us the Photoshop (.PSD) files.
- (h) You can buy high quality stock photos from www.shutterstock.com for a very reasonable price.

Step 2. Consultation

Once you've supplied your design assets it's time for a telephone consultation between you and our designer. The purpose of the consultation is to:

- (a) Review the suitability of the assets you have provided.
- (b) Create an understanding about your design wishes.
- (c) Determine if any of your design requirements fall outside of our standard design package pricing.

Please know that we do not want to surprise you with extra charges at the end of the project, so if extra work (over and above what our Graphic Design Package Price includes) is necessary, it's best to figure that out during the consultation stage. If it's deemed that extra work is necessary we will provide you with a quote in writing and no extra work will be performed or billed to you without your written approval.

Important: The package price is based on the design continuing in the same theme and direction from the outset. In other words, once the design is underway, should you want to make fundamental changes to the design which creates more work than the package-price provides for, then extra charges may apply.

Step 3. The Design Begins and Draft #1

Based on the production assets you provided and the subsequent consultation with our designer, we will get started with the design and then email you a set of PDF proofs for your review and comments.

See the following page for additional information.

Graphic Design 'Package Price' Guidelines

Step 4. The Design Continues and Draft #2

Any modifications from the review of the Draft #1 proofs will be made and our designer will continue with the design. You will then be emailed another set of PDF proofs for your review and comments.

Step 5. The Design is Completed and Final Proofs

Any modifications from the review of the Draft #2 proofs will be made and our designer will complete any finishing touches to the design. You will then be emailed a third (and final) set of PDF proofs for approval. Once approved, the print files are sent to production.

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Summary - What Do You Get With The Package Price?

1. Phone consultation with our designer.
2. Resizing your supplied photos/imagery to suit the design (and changing colour mode if required).
3. Minor photo touch-ups such as adjusting contrast, brightness, reducing red-eye.
4. One photo scan per design panel (if required).
5. Text placement and formatting from your supplied electronic file.
6. Up to 100 words of manual typesetting (eg: from your handwritten notes, print-out, etc.).
7. Assembly of your design materials according to your wishes (as relayed in the consultation stage).
8. Two sets of .pdf draft proofs for review and comment.
9. One set of final .pdf proofs for approval.
10. One set of high-resolution print-ready .pdf files for your back-up purposes.

Examples Of What Is Not Included In The Package Price.

1. Concept and/or design of custom graphics such as logos.
2. Recreating graphics or images to make them printable.
3. Photography.
4. More than 100 words of manual typesetting (eg: from your handwritten notes, print-out, etc.) :

Frequently Asked Questions

Q: Who 'owns' the graphic design?

A: Once the design has been paid for in full, you will own the copyright for the design we created.

Q: How long will it take to complete the design?

A: It's not possible to provide an exact answer because (a) design is a creative process, (b) each design is unique, and (c) the larger the project the longer it will take to design. However, after your consultation with our designer has taken place and all of your production assets have been received, as long as there haven't been any hold-ups in the design process you should be receiving your first round of proofs in about one week.

Q: Can I meet with the designer in person?

A: Yes you can, but an appointment must be made in advance.

Q: Will my finished product look exactly the same as my PDF proofs?

A: There is a two part answer to this question. With regard to the physical layout, yes, everything will be placed and structured as you see it in your proof so if something is wrong (or missing) you must tell the designer. With regard to colour, please read this from our website: <http://www.CDwest.ca/resources/colour-issues-computer-monitors.html>

Q: Can I get printed proofs?

A: Yes you can but there is an extra charge. Please contact your Sales Representative for pricing and details.

Q: I don't have any quality images for my design - can you supply some?

A: If we have some suitable images in our library we can certainly utilize those, but you can also purchase high quality stock photos and graphics for a very reasonable price from www.shutterstock.com

Q: I've already received proofs but now I've got a great new idea for the design - can I make the change?

A: Yes, a re-design with your new idea is possible but we still have to be paid for the work that was already completed. If extra work is required over-and-above the original package price then you will be provided with a quotation. No extra work will be performed or billed to you without your written approval.

Q: Can I supply you with my digital photographs for use with my design?

A: Yes you can but it's important that the photos are high-resolution. Make sure your camera is set to the highest quality setting possible.

Q: When the design is finished, do I get a copy of the finished artwork files?

A: Yes, absolutely.