

# CHRIS MCLEAN

## CREATIVE SERVICES - RATE SHEET

514.816.5751

cmclean1980@gmail.com

www.chrismclean.ca

<https://www.linkedin.com/in/chrismclean1980>

### BRANDING

Logo Design	from \$250
Logo + Branding Guidelines	from \$500
Business Card	\$250
Logo Vectorizing ( <i>already existing logo</i> )	\$100

### PRODUCT PACKAGING

Structural / Dieline Creation ( <i>simple</i> )	\$150
Structural / Dieline Creation ( <i>moderate</i> )	\$300
Structural / Dieline Creation ( <i>complex</i> )	\$500
Design ( <i>first in series*</i> )	\$800
Design ( <i>next in series*</i> )	\$475
Design ( <i>clone*</i> )	\$350
Design ( <i>super clone*</i> )	\$225
Dieline Updates ( <i>existing dielines</i> )	\$75
3D Rendering	\$50

### MERCHANDISING

Structural / Dieline Creation ( <i>simple</i> )	\$200
Structural / Dieline Creation ( <i>moderate</i> )	\$400
Structural / Dieline Creation ( <i>complex</i> )	\$650
Design ( <i>first in series*</i> )	\$800
Design ( <i>next in series*</i> )	\$450
Design ( <i>clone*</i> )	\$250
Design ( <i>super clone*</i> )	\$150
Dieline Updates ( <i>existing dielines</i> )	\$75
Planogram Layout / Rendering	from \$75
POP / Signage Design	from \$150
3D Rendering	\$100

### TRADE SHOW BOOTH

3D Rendering ( <i>no graphics</i> )	\$250
3D Rendering ( <i>with graphics</i> )	\$400
Signage Design	from \$200

#### \*COST DEFINITIONS

First in Series	Unique art
Next in Series	Similar art with minor structural and messaging changes
Clone	Virtually duplicative art with only minor messaging changes
Super Clone	Identical art with only UPC and/or SKU number changes

### INSTRUCTION MANUAL

Manual Development / Layout	from \$250
Lineart Creation	from \$50

### SOCIAL MEDIA

Profile + Banner Design ( <i>per app</i> )	\$100
Profile + Banner Design ( <i>all apps</i> )	\$450
Post Design ( <i>per post</i> )	\$50
Post Design ( <i>3 posts</i> )	\$125
Post Design ( <i>monthly - 20 posts</i> )	\$500
Post Template / Guidelines	\$200
Ad Design ( <i>per ad</i> )	\$75
Ad Design ( <i>3 ads</i> )	\$200

### E-COMMERCE

Banner Design	\$125
Ad Design ( <i>per ad</i> )	\$150
Ad Design ( <i>3 ads</i> )	\$375

### PRINTABLES

Flyer ( <i>1 or 2 pages</i> )	from \$200
Brochure ( <i>bifold or trifold</i> )	from \$275
Poster	from \$150
Banner ( <i>roll up, display, etc...</i> )	from \$250
Gift Certificate	from \$75

### OTHER CREATIVES

Photo Editing ( <i>per image</i> )	\$50
Photo Clipping ( <i>per image</i> )	\$25

### HOURLY RATE

**\$90**

#### THE FINE PRINT

Prices include up to 3 rounds of revisions  
Additional revisions will be done at a cost of \$75 each