

12:10   
C r e a t i o n s

P R I C E L I S T

D E S I G N T H E F U T U R E

## LOGO DESIGN

Micro Package		Standard Package		Premium Package	
✓	Text/Font Based Logo	✓	Text/Font Based Logo	✓	Text/Font Based Logo
•	Graphic Based Logo	✓	Graphic Based Logo	✓	Graphic Based Logo
✓	3-5 Design Drafts	✓	3-5 Design Drafts	✓	10-12 Design Drafts
✓	x 3 Revisions of Chosen Draft	✓	x 5 Revisions of Chosen Draft	✓	x 5 Revisions of Chosen Draft
•	x 5 Additional Revisions	•	x 5 Additional Revisions	✓	x 5 Additional Revisions
✓	Final Design in JPG format (high resolution 300dpi & 72dpi)	✓	Final Design in JPG format (high resolution 300dpi & 72dpi)	✓	Final Design in JPG format (high resolution 300dpi & 72dpi)
•	Final Design in pdf format (high resolution 300dpi, RGB or CMYK)	✓	Final Design in pdf format (high resolution 300dpi, RGB or CMYK)	✓	Final Design in pdf format (high resolution 300dpi, RGB or CMYK)
Cost	R350	Cost	R500	Cost	R950

## BUSINESS CARDS

Micro Package		Standard Package		Premium Package	
✓	Contact Details for 1 Person	✓	Contact Details for 4 People	✓	Contact Details for 8 People
•	Graphic Elements / 'Effects'	✓	Graphic Elements / 'Effects'	✓	Graphic Elements / 'Effects'
✓	2 Design Drafts	✓	4 Design Drafts	✓	6 Design Drafts
•	2 Additional Design Drafts	✓	2 Additional Design Drafts	✓	2 Additional Design Drafts
•	x 2 Revisions of Chosen Draft	•	x 2 Revisions of Chosen Draft	✓	x 4 Revisions of Chosen Draft
✓	Final Design in JPG format (high resolution 300dpi)	✓	Final Design in JPG format (high resolution 300dpi)	✓	Final Design in JPG format (high resolution 300dpi)
•	Final Design in pdf format (high resolution 300dpi, RGB or CMYK)	✓	Final Design in pdf format (high resolution 300dpi, RGB or CMYK)	✓	Final Design in pdf format (high resolution 300dpi, RGB or CMYK)
Cost	R200	Cost	R450	Cost	R800

### What is DPI, 72DPI vs 300DPI, JPG vs PDF and RGB vs CMYK colours?

DPI - Dots Per Inch. The higher the dpi count, the higher the quality of the design.

72DPI vs 300DPI - The standard resolution used for websites is 72dpi while 300dpi is the minimum for high resolution printing. Using a lower dpi count for printing may result in fuzzy images/text.

JPG vs PDF - JPG format is used for most standard images and the dpi count can vary. While pdf files may utilize low resolution images this is the preferred format when the absolute best quality printing is needed for your design. Most professional print houses will use pdf files for printing and may require the colour format to be CMYK.

RGB vs CMYK Colours - Pc's use RGB colours to display images and standard printing is done in RGB. Magazine layouts and ad designs are mostly done in CMYK because the printing presses used for these work with CMYK colours.

## WEB TEMPLATE DESIGN

Clients need to supply info and/or photos and possibly some website examples specifying which ideas they like. As with all other designs, we have a large portfolio of template designs should you need some examples.

**R700 - R900**  
(pricing depends on design requirements)

## WEB HOSTING

### Domain Name

The first thing you will need when planning to launch a new website is a domain name, ie "company.co.za"

#### Domain prices per annum:

.co.za = R200 per annum (renewal will be billed on the 10th month of current year)

.com / .org / .net = R300 per annum (renewal will be billed on the 10th month of current year)

### Web Space Standard

Your new website will be hosted online and requires web space for all the data on the website.

2 Options are available:

Yearly Fee **R1600** OR 6 Month Fee **R950**

Web Space - 50 MB  
Web Traffic in SA - 1.5 GB

Includes setting up of e-mail addresses up to 10) + small monthly web updates\*  
\*(non accumulative)

(renewal will be billed on the 5th month of current year for the 6 Monthly Fee and on the 10th month for the Yearly Fee)

### Web Space Premium

If you will have large data files on your website you need more web space.

2 Options are available:

Yearly Fee **R4600** OR 6 Month Fee **R2700**

Web Space - 5 GB  
Web Traffic in SA - 20 GB  
Web Database - (MySQL)

Includes setting up of e-mail addresses (up to 100) + small monthly web updates\*  
\*(non accumulative)

(renewal will be billed on the 5th month of current year for the 6 Monthly Fee and on the 10th month for the Yearly Fee)

## WEB PACKAGES

### Micro Web Package

- ✓ Web Template Design
- Contact Form (optional)
- Flash/Javascript animation
- ✓ 3 - 4 web pages
- ✓ Metatags for search engines
- Flash Gallery (optional)
- ✓ Rollover button links

(Note that web page sizes are approximately 1000 pixels wide and 1200 high. Pages that exceed this limit or which have 'pop ups' are counted as additional pages)

Cost **R3500 - R4000**

### Standard Web Package

- ✓ Web Template Design
- ✓ Contact Form (optional)
- ✓ Flash/Javascript animation
- ✓ 4 - 6 web pages
- ✓ Metatags for search engines
- ✓ Flash Gallery (optional)
- ✓ Rollover button links

(Note that web page sizes are approximately 1000 pixels wide and 1200 high. Pages that exceed this limit or which have 'pop ups' are counted as additional pages)

Cost **R4500 - R6000**

### Premium Web Package

- ✓ Web Template Design
- ✓ Contact Form (optional)
- ✓ Flash/Javascript animation
- ✓ 7 - 12 web pages
- ✓ Metatags for search engines
- ✓ Flash Gallery (optional)
- ✓ Rollover/Flash button links

(Note that web page sizes are approximately 1000 pixels wide and 1200 high. Pages that exceed this limit or which have 'pop ups' are counted as additional pages)

Cost **R6500 - R10 000**

### Adding extra Web Pages or updating content

Extra pages are billed as follows:

Basic Web = R1000 per page  
Pro Web = R800 per page  
Premium Web = R700 per page up to 15 pages.

Web Page Updates:

Updates to web content are billed according to the type of update required (text/images/flash etc). Please request a quote based on your requirements

### Struggling to decide on a web package?

Perhaps you want a website consisting of only 3 pages but would like to add some flash elements to the website, or you want to start up a website with more than 15 pages... Then just contact us detailing exactly what you are looking for and we will work out a quote for you!

## FLASH DESIGN

Price varies depending on the requirements. Currently we do stand alone flash programs that are great for showcasing products, portfolios or even offline websites. These can be copied onto any pc or laptop and needs no installation to run. Other uses for flash include website effects, button or link effects, web gallery plug-ins and web ads.

## LETTERHEADS

R150 for a header / footer design and R180 if you also want a fax variation of this with minor details changed. Two letterhead examples will be designed - the chosen design will be used for the final Word document.

## E-MAIL SIGNATURES

E-mail signatures usually include the logo and contact details of your company. You can also have hotlinks for e-mails and website urls on the html version of the e-mail signatures. A static image design is R200 and for an html version with hotlinks and html functionality (ie signature will be able to 'stretch' to fit your screen) it is R350 - R450 (depending on link design/amount).

## LAYOUT DESIGN

Brochures, Banners, Ads, Flyers etc. all fall under this category. Layout design pages vary from R350 - R950 per page depending on the design requirements. Final designs will either be provided in high resolution JPEG or PDF and can be in RGB or CMYK colour. Please supply copy and good quality images as well as any specific layout guidelines that need to be followed (newspapers and magazines may require page bleeds, specific text placing restrictions etc.)

## OTHER DESIGN WORK

12:10 Creations may be able to assist you if you have design requirements that is not listed in the previous topics. If this is the case please contact us providing info on what you want and we will see if we can assist you.

## TERMS & CONDITIONS

Any variations from our package structures will incur additional charges.

50% of the development total is required on approval of the quote. The balance is to be paid on completion of the project.

If the balance to be paid has not been settled upon completion of a project 12:10 Creations holds the right to withhold the final designs files until settlement is made.

Only payment via bank electronic funds transfer will be accepted.

All content (copy, images, logos etc.) is to be supplied by you in the relevant format and you should ensure that there are no copyright infringements as you will be accountable for this.

E-mail correspondence will be considered as formal acceptance of any development.

Please ensure that 12:10 Creations receive all the relevant information for your project within 2 weeks of your sign off, so that we can ensure the project is completed in a professional and efficient manner. Should we not receive all of the content within this period, we will assume that you have sent us everything, and we will complete the project.

Should a delivery date be agreed upon, it will remain subject to the timeous submission of all required content by you.

All websites designed by 12:10 Creations will contain a footnote link (usually at the bottom of the website) that will link to our website.

All projects remain the property of 12:10 Creations until full payment has been made.

Hosting and domain registration costs are excluded from Web package prices.

Should you already have a web hosting package we may charge you additional uploading fees to be agreed upon.

Quotations are valid for a period of 30 days from quotation date.

Terms and conditions may be updated from time to time.

