

DESIGN AND
IMPLEMENTATION
PRICES
2020



TYPE OF WORK	PRICE USD
1 PITCH	
Pitch preparation that is created for agency selection	
Strategical concept formation and report preparation	915
Creative work	915
Both	1.760
Presentation preparation on behalf of Customer (Including marketing presentation)	1.210
2 CHAMPAIGNS	
Campaign design and implementation (If only design is needed, 60% percent of this fee should be paid)	2.640
Including Alternative Slogans	440
TV, movie, commercial film scenario	880
TV strip advertising design	500
Title sequence or trailer design/scenario	1.210
Introduction Film Project Consultancy and Concept Development	935
Corporate Introduction Film Scenario	1.480
For each storyboard frame, black-white	45
For each storyboard frame color	85
Radio spot, jingle lyrics, and anthem	500
Press release (including advertorial) If only graphic design or script writing is needed, 50% of the design fee should be paid. In size adjustments 50% of the implementation fee should be paid.	
Design	240
Implementation st / cm	5
Magazine release (including advertorial) If only graphic design or script writing is needed, 50% of the design fee should be paid. In size adjustments 50% of the implementation fee should be paid.	
Design	240
Implementation 1 full page	12
Design service fee	17
Door necklace/collar	
Design	175
Implementation	65
Table mat	
Design	245
Implementation	100
Flip card	
Design	175
Implementation	65
Insert (4-8 pages)	
Design	500
Implementation	175
In size implementations, 50% of the implementation fee should be paid.	
Advertisement text translation and adaptation	
A special price will be applied according to the capacity of the job for printed material.	
From a foreign language to Turkish or from Turkish to a foreign language (For each page)	80

Wall, road and other outdoor advertising	
Design	715
Implementation	530
Billboard / mega board / bus stop board / match board, other outdoor	
Design	300
Implementation	245
3 PR	
Press release etc. text writing	330
Concept creation, room design for dealer, manager and press meetings.	1320
Presentation preparation on behalf of customer (The customer provides meeting presentation content)	770
Press file	
Design (Including preparation and press release writing)	575
Implementation (For each file)	155
4 CORPORATE IDENTITY	
Oral Consultancy Except the Advertiser/Advertising Agency Service and Collaboration Principals Services (For each hour)	90
Corporate / Brand name study	660
Corporate identity / Brand identity, Insigne, logo, envelope, letterhead, file/bag, on vehicle, signboard etc. visual standards (Corporate identity guide quoted separately)	1.750
Corporate identity guide (The corporate identity should be designed)	880
Brand slogan	440
Insigne	660
Logo	660
Logotype (insigne + logo)	935
Logo layout implementation (For each piece of work)	50
Billhead, business card, envelope, invoice, receipt, dispatch note, accounting papers - max. one piece with the current logo	
Design	100
Implementation (for each one)	65
Billhead, business card, envelope (max. 8 pieces with the current logo)	
Design	500
Implementation (for each one)	65
Invoice, receipt, dispatch note, accounting papers - max. 8 pieces with the current logo	
Design	500
Implementatio (for each one)	65
File	
Design	330
Implementation	130
Activity report	
Design	1.815
Implementation (for each page)	100
Bulletin design (up to 16 pages)	770
Magazine (up to 48 pages)	1.815
Book, magazine cover (Front and back pages)	
Design	500
Implementation	140

File top - side - back	
Design	130
Implementation	40
Notepad	
Design	245
Implementation	100
Certificate, Certificate of Honor	
Design	175
Implementation (for each one)	35
Promotion, Souvenir (Corporate)	
	440
Agenda	
Design	1.320
Implementation (for each page)	40
If the content is ready, 50% of the design fee should be paid. In size adjustments, 50% of the implementation fee should be paid.	
Calendar	
Design	850
Implementation (for each page)	100
If the content is ready, 50% of the design fee should be paid. In size adjustments, 50% of the implementation fee should be paid.	
Mascot	1.485
Name tag	80
Uniform design	1.200
5 DIGITAL MEDIA / WEB	
Website	
Project Consultancy and concept development	880
Design (concept design/main page)	1.550
Website (For each page) implementation	110
Icon implementation for the website	110
Website column/title implementation	45
Banner advertisement (Dynamic)	
Design	245
Implementation	100
Website banner (Static)	
Design	175
Implementation	70
Web kiosk page design (for each page)	
Design	420
Implementation	90
ATM screen design (The implementation for each page is decided according to its design)	2.475
Interactive CD project consultancy and concept development	
Design	1.550
Implementation	110

Mailing (dynamic)	
Design	500
Implementation	100
Mailing (static)	
Design	200
Implementation	80
Multi-vision	
Concept development	1.550
Scenario	2.200
6 SOCIAL MEDIA	
Content management and consultancy (Monthly fee including design etc.)	700
Page concept	
Design	350
Implementation (For each media Facebook, Twitter, etc.)	80
Notices (Posts)	
Design	275
Implementation	80
Application	
Concept development (creation of the idea)	825
Design (concept)	1.520
Implementation (for each page)	110
Viral concept development (Production costs varies according to the characteristics of the job)	1.870
7 PACKAGING	
Packaging, pochette	
Design (3D)	935
Implementation (For all surfaces)	385
Packaging design (Implementation is for each side)	
Design	500
Implementation	130
Packaging implementations	
Logo implementation for prepared technical drawing	150
Implementing the prepared package to the new technical drawing	110
Text revisions on the package	55
Package renewal due to promotion	220
Packaging paper and gift pack paper	
Design	165
Implementation	100
Pochette/Bag	
Design	330
Implementation	100
Parcel	
Design	275
Implementation	130

8 VEHICLE	
Graphic adjustment on the vehicle (pickup, van)	
Design	500
Implementation	275
One part vehicle side/top/back (pickup, van)	
Design	275
Implementation	130
Graphic adjustment on the vehicle (juggernaut, bus)	
Design	825
Implementation	440
One part vehicle side/top/back (juggernaut, bus)	
Design	440
Implementation	220
9 DIRECT MARKETING - SELLING POINT - PROMOTION	
Banner (poster), pankart,	
Design	240
Implementation	100
Flag / Pennant	
Design	175
Implementation	65
Ticket	
Design	240
Implementation	100
Leaflet / catalog / bulletin	
Design less than 8 pages	530
Design 8-24 pages	1.210
Design 24-48 pages	1.815
Implementation (for each page)	100
If only graphic design or script writing is needed, 50% of the fee should be paid.	
Leaflet booth / Desktop booth	
Design	350
Implementation	190
Display (Floor display) box	
Design	350
Implementation	190
Direct mailing	
Design	175
Implementation (Her bir sayfa için)	80
Announcement, warning sign or canvas banner	
Design	270
Implementation	100
Sweepstake card	
Design	240
Implementation	100

Valuable paper, cheque, credit card, coupon, invoice card	
Design	175
Implementation	80
Tag/sticker	
Design	175
Implementation	100
Leaflet / brochure	
Design	240
Implementation (for each page)	100
Fair board, panel and light board	
Design	240
Implementation (for each item)	100
Menu	
Design	350
Implementation (for each page)	80
Prize	
Design	500
Implementation	190
Magnet	
Design	240
Implementation	100
Promotion, souvenir item idea or design (Keyholder / Seperatix / Mat / Shirt / Pen / Ribbon / On Mug / S.Shirt / Hat / Umbrella /T-shirt / Place mat / Cup / Visor etc. one design fee is applied for all)	
Design	500
Implementation (for each item)	175
Shelf tape / Card out of the shelf	
Design	175
Implementation	80
CD and tape cover	
Design (For both)	500
Implementation (For both)	100
CD or tape leaflet	
Design	500
Implementation (for each page)	100
Refrigerator full cladding	
Design	240
Implementation	175
Refrigerator one side cladding	
Design	175
Implementation	100
Display booth (3D for the fair)	
Design	1.870
Implementation	620

Spider booth	
Design	240
Implementation	100
Display booth (Portable booth)	
Design	240
Implementation	135
Roll-up	
Design	240
Implementation	100
Greeting card, invitation, voucher	
Design	175
Implementation	80
Ground sticker	
Design	240
Implementation	100
Kiosk Design	
	35
Photo decoupage	
	35
Photo manipulation	
2 photo integration	135
Multi integration, new visual creation	500
10 MATERIAL FEES	
Color (A3)	10
Color (A4)	6
B/W (A3)	6
B/W (A4)	4
CD Writing	55

NOTES:

Original preparation costs that are not included in the list (illustration, photo shoot, dia rent, touchup, typesetting, color separation, digital printing, proofing, computer system work) are invoiced separately.

The works that are not on the list as a type, designs and/or implementations, are priced according to its similar, if no similar one exists, according to the characteristic of the job.

When main design approved and implemented works, 50% of the implementation fee should be paid for (color/visu-al) versions/adjustments.

Full price should be paid for the jobs that the design is approved but not implemented. When a multi-alternative is asked, 30% of the design fee should be paid.

VAT is not included in the listed prices.