

Date: _____



PROMOTIONAL ART PACKAGES

Promotion Name: _____

Introduction

Blue Art Studio Company offers the 3 Promotional Art Packages listed below. Select the package that best fits your needs and send the filled-in copy to info@blueartstudioco.com. Please make sure to read each section carefully! We make it our goal to be responsive and helpful to all your needs and do not want to surprise anyone with unanticipated costs. If you have any questions, please reach out via email at info@blueartstudioco.com.

Packages

- The Essentials Package = **\$250/ea**
 - Design Meeting/Consultation
 - Preliminary Sketch
 - Promotional Poster with Custom Digital Artwork and full event organization (band names, sponsors, location info, etc.)
 - Source File if requested
 - TIFF file for large format printing
 - PNG file for printing
 - JPEG file for printing
 - JPEG file for web-use
 - Facebook Banner using poster design
 - JPEG file for web-use
 - x1 Major revisions
 - x5 Minor revisions
 - x2 Band/Sponsor Updates

- The Complete Package = **\$350/ea**
 - All items from The Essential Package
 - Behind the Scenes Badges (VIP, Crew, Band, Press, Etc)
 - PNG files for printing
 - JPEG files for web-use
 - Promotional material formatting
 - Handouts
 - Stickers
 - Marketing products
 - Etc.
 - x2 Major revisions
 - x7 Minor revisions

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Date: _____



- x3 Band/Sponsor Updates
 - NOTE: These will be adjusted PNG files based on the artwork in the poster. Additional/New artwork will be an added cost. See below in Additional Service Options section for info.
- The Pro Package = **\$500/ea**
 - All items in The Essential and Complete Packages
 - x2 T-shirt designs
 - Design consultation
 - Preliminary sketch for each
 - x2 minor revisions EACH
 - First batch poster printing assistance
 - I organize the print options, sizing, finish, etc and find the best price for your first batch of poster prints
 - This is an AT COST service. A second invoice showing the printing costs must be paid prior to printing. There is no mark-up on this service.
 - x3 Major revisions (poster only)
 - x8 Minor revisions (poster only)
 - x3 Band/Sponsor Updates

Details

- How the process works
 - After receiving this document with total services selected, we will schedule a design consultation. If a meeting is not desired, or necessary, email or a phone call can be used instead. Depending on the total number of services selected, this consultation may require multiple meetings or emails.
 - Once a basis of design is agreed upon for all services requested (posters, logos, t-shirt designs, etc.) a deposit of 30% of the total service value is required before design begins. This will come in the form of an invoice.
 - Preliminary sketches for all products will be created and sent for review. Minor revisions to the preliminary drawings do NOT count toward your revision totals. A total re-draw, however, is considered a new preliminary sketch and is an additional cost.
 - Once the preliminary drawings are confirmed all designs will start in-full!
 - Throughout the design process I will send a mid-work update and near-completion update. Both of these are an opportunity for you to make minor or major revisions or band/sponsor updates. For details on the difference, see the bullet point "Major Revisions vs. Minor Revisions vs. Band/Sponsor Updates."
 - Once the artwork and poster organization is completed I will send a FINAL copy for review. Revisions and updates are acceptable here as well!
 - If everything looks good a final invoice with the remaining costs will be submitted. After the invoice is paid, deliverables will be uploaded to the Google account of

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your choosing! A document stating the art has been finalized will be included, along with receipts.

- Once a service is deemed “Finalized,” new services will be considered additional costs.
- Major Revisions vs. Minor Revisions vs. Band/Sponsor Updates
 - Major Revisions
 - Total re-designs to large portions of the main artwork. E.g. brand new custom lettering, redrawing of a subject’s body, total background change, etc.
 - Minor Revisions
 - Tweaking or adjusting existing components to the artwork or minor changes in color. E.g. resizing the existing lettering, adjusting location of art subjects but not redrawing, rotating items in the artwork, etc.
 - Band/Sponsor Updates
 - These updates are not related to the artwork, they are related to updating the poster with logos of bands or sponsors as you receive them.
 - Please see “Client Provided Files (JPEG vs PNG)” for more detail!
- Deposit
 - A deposit of 30% of the total service value will be required after design consultations have been finalized.
 - Artists commonly require deposits to protect our services from theft and lack of timely payment. It is common in the art industry for someone to use designs they have not paid for. It is costly, difficult, and often impossible to recoup the value of lost time if an individual takes a design without paying for the services.
- Client Provided Files (JPEG vs PNG)
 - PNG files allow for transparent backgrounds, JPEG files do not.
 - When designing a poster, client provided logos or designs are required to be a PNG file with a transparent background in order to be properly placed on the poster.
 - When a file is provided by a client that does NOT have a transparent background, manual editing is required to make a new PNG file of the image. This is an added cost! Please make sure your files are PNG and have a transparent background.

Additional Service Options and Additional Costs

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- Logo Design = \$50/ea
 - Design consultation
 - x2 Preliminary Designs
 - Deliverables
 - x2 Versions
 - White background scenario
 - Black background scenario
 - PNG files for both versions
 - JPEG files for both versions
 - x3 Minor revisions

- T-shirt Design = \$50/ea
 - Design consultation
 - x2 Preliminary Designs
 - Deliverables
 - x2 Versions
 - White background scenario
 - Black background scenario
 - PNG files for both versions
 - JPEG files for both versions
 - x2 Minor revisions
 - Formatted for Screen Printing, DTG, or Embroidering (as required)

- Marketing Artwork Design = \$50/ea
 - Design consultation
 - x2 Preliminary Designs
 - Deliverables
 - x2 Versions
 - White background scenario
 - Black background scenario
 - PNG files for both versions
 - JPEG files for both versions
 - x2 Minor revisions
 - Formatted for promotional products (handouts, stickers, marketing products, etc.)

- Custom Digital Artwork Design = \$200/ea
 - Design Meeting/Consultation
 - Preliminary Sketch
 - PNG file for printing
 - JPEG file for printing
 - JPEG file for web-use

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- x1 Major revision
- x3 Minor revisions
- Formatting with Existing Design = \$25/hr
 - Assistance with formatting designs that are provided by the client
- Creating PNG files from JPEG files = \$25/ea
 - If a JPEG file is required to have a transparent background, the file has to be edited manually.
 - Editing the file in this manner will produce a PNG file type.
- Additional Preliminary Sketch = \$25/ea
- Additional Major Revision = \$50
- Additional Minor Revision = \$20
- Additional Band/Sponsor Update = \$20

TOTALS

- The Essentials Package _____ QTY _____
- The Complete Package _____ QTY _____
- The Pro Package _____ QTY _____
- ADD: Logo Design _____ QTY _____
- ADD: T-Shirt Design _____ QTY _____
- ADD: Marketing Artwork Design _____ QTY _____
- ADD: Custom Digital Artwork _____ QTY _____
- ADD: Formatting with Existing Design _____ QTY _____
- ADD: Create PNG file from JPEG file _____ QTY _____

Costs will be invoiced with Tax added

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