



## Advertising Design Rate Card

### Required Elements:

All logos provided in EPS Vector Format or Adobe Illustrator Format V8-CS or earlier. All fonts must be converted to outlines.

Any images to be used in ad must be provided at 300dpi Resolution or higher. All images must be provided in color, with no use of aftermarket filters or effects unless specified.

Any specific font to be used must be provided with Asset Submission or verified licensed through ID.

Fully created ads, base on final approval remain the property of the customer. ID retains no right to ad files upon approval. All native files will be archived for up to one year (longer if specified) for future customer use.

Logo recreation, file redraw, font match and additional photo work outside the scope of general ad design will be charged at a rate of \$35.00 per hour, and will be included on final invoice.

Full Page Ad	_____	\$125.00
Half Page Ad	_____	\$95.00
1/4 Page Ad	_____	\$70.00
Biz Card Ad	_____	\$35.00



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