

1	STRATEGY	
1.1	Brand Audit	3500
1.2	Brand Positioning Report	4000
1.3	Strategic Concept Development and Presentation	4000
2	BRAND OR CORPORATE IDENTITY	
2.1	Emblem and Logotype (or only logotype)	3000
2.2	Logotype Restyling	1750
2.3	Brand or Corporate Name	2500
2.4	Brand or Corporate Motto	1500
2.5	Brand or Corporate Identity Full Set Notice 1: Corporate identity, emblem, logotype, letterhead, envelope, businesscard, file, presentation template, signboard etc. (includes maximum 30 items), corporate color development, corporate font development. More comprehensive corporate identity and visual identity guide are charged depending on the corporate scale. Notice 2: Stationary items are decided upon request in the limited corporate identity study. Notice 3: Thereafter, every each revision or amendment is charged at 50 % of the original price of the item.	17500
3	BRAND COMMUNICATION	
3.1	Creative Idea Development and Presentation	5000
3.2	Textual	
3.2.1	Campaign Name and/or Motto	1000
3.2.2	Communication Strategy Development	2000
3.2.3	TVC Scenario	1500
3.2.4	TVC Storyboard (per frame)	40
3.2.5	Radio Scenario	750
3.3	Press	
3.3.1	Newspaper/Magazine Ad	
3.3.1.1	Design	450
3.3.1.2	Pre-Press	100
3.3.2	Press Release or Announcement	
3.3.2.1	Design	200
3.3.2.2	Pre-Press	100
3.3.3	Magazine or Newspaper Insert	
3.3.1.1	Design	350
3.3.1.2	Pre-Press / page	100
3.4	Outdoor	
3.4.1	Board, Megaboard, Billboard, Banner, Lightbox, Streetlight	
3.4.1.1	Design	750
4.8.1.2	Application	100
3.5	On Vehicle Graphic Design	
3.5.1	Partial Application Design	700
3.5.2	Art-Work Application	200
3.5.3	Full Design	1500
3.5.4	Art-Work Application	400
3.6	POP	
3.6.1	Poster, Hanger	
3.6.1.1	Design	650
3.6.1.2	Pre-Press	100

3.6.2	Sticker, Coupon, Price Tag	
3.6.2.1	Design	450
3.6.2.2	Pre-Press	100
3.6.3	Display Stand, Display Box	
3.6.3.1	Hand or Electronic Sketch Design	500
3.6.3.2	3D Preview Modelling	400
3.6.3.3	Art-Work Application	400
3.6.4	Shelf Skirt, Shelf Talker, Wobbler	
3.6.4.1	Design	450
3.6.4.2	Application	100
3.6.5	Flier, Handout, Leaflet	
3.6.5.1	Design	400
3.6.5.2	Pre-Press (up to 6 pages) / page	50
3.6.5.3	Pre-Press (6 + pages) / page	30
4	DESIGN	
4.1	Corporate	
4.1.1	Exhibition Stand	
4.1.1.1	Hand or Electronic Sketching	5000
4.1.1.2	3D Modelling	2000
4.1.1.3	Art-Work Application	1000
4.1.3	Business Card, Letterhead, Envelope, Financial Document Template, Label, Sticker	
4.1.3.1	Design / each	400
4.1.3.2	Pre-Press	100
4.1.4	Diary or Notepad	
4.1.4.1	Cover and Back Page Design	300
4.1.4.2	Cover and Back Page Application	50
4.1.4.3	Title Page Design (if applicable)	100
4.1.4.4	Title Page Application (if applicable)	50
4.1.4.5	Inner Page Design (if applicable)	100
4.1.4.6	Inner Page Application (if applicable)	50
4.1.5	Folder	
4.1.5.1	Design/ each	600
4.1.5.2	Pre-Press / page or face	100
4.1.6	Credit / Debit Card	
4.1.6.1	Design/ each	600
4.1.6.2	Pre-Press / page or face	100
4.1.7	Annual Report, Catalogue, Brochure or Corporate Magazine	
4.1.7.1	Design (- 8 pages)	1200
4.1.7.2	Design (8-24 pages)	2400
4.1.7.3	Design (24 + pages)	3500
4.1.7.4	Pre-Press (up to 8 pages) / page	100
4.1.7.5	Pre-Press (8- 24 pages) / page	70
4.1.7.6	Pre-Press (24 + pages) / page	50
4.1.8	Invitation, Celebration or Greeting Card with or without Envelope	
4.1.8.1	Design	350
4.1.8.2	Pre-Press	100
4.1.9	Certificate (Award, Completion, etc)	
4.1.9.1	Design	350
4.1.9.2	Pre-Press	100
4.1.10	Calendar	
4.1.10.1	Design	800
4.1.10.2	Pre-Press / page	50

4.1.11	Promo Materials (keyring, badge, pen, lighter, flag, t-shirt etc.)	
4.1.11.1	Design / each	250
4.1.11.2	Art-Work Application	100
4.1.12	Gift Package (including box)	
4.1.12.1	Hand or Electronic Sketching of the Package	800
4.1.12.2	3D Preview Design	600
4.1.12.3	Art-Work Application of the Gift Package	400
4.1.13	Corporate Uniform	
4.1.13.1	Design Notice: The price depends on the volume of the creative work and complexity of the design.	400
4.1.14	CD Cover	
4.1.14.1	Design	500
4.1.14.2	Pre-Press	100
4.1.15	Book and Magazine Cover	
4.1.15.1	Design	500
4.1.15.2	Pre-Press	100
4.2	Product	
4.2.1	Package and Product Label	
4.2.1.1	Design Notice: Includes 2D design of carton box top, bottle or jar labels. 3D design is not included.	5000
4.2.1.2	Pre-Press Notice: Per item, in each color, size, weight etc. change.	1000
4.2.1.3	Revision Notice: Includes minor changes for delivered works.	100
4.2.2	Product Box	
4.2.2.1	Design Notice: Includes 2D design of carton box top, bottle or jar labels. 3D design is not included.	600
4.2.2.2	Pre-Press Notice: Per item, in each color, size, weight etc. change.	300
4.2.2.3	Revision Notice: Includes minor changes for delivered works.	100
4.3	Web	
4.3.1	Internet Site Notice: Internet Site Design price includes only design development of the main (home) page and other subpages without programming works. The programming work price is evaluated based on the information content, complexity and quoted as a separate offer.	
4.3.1.1	Main Page Design	3000
4.3.1.2	Sub Page Design	200
4.3.2	Web Banner	
4.3.2.1	Design & Programming	300
5	ADAPTATION	
5.1	Creative Idea & Motto Adaptation	1000
5.2	POS, POP and Press Material Text Adaptation / A4 Page Notice: The price of adaptation from local language into English or vice versa is based on the full A4 format page with Times New Roman, size 12, regular. However, depending on the type and the volume of the content (i.e. technical, law, etc), the price may be higher than 50 azn / page, but not higher than 100 azn / page.	100
5.3	TVC or Radio Spot Text Adaptation (with subscripts) from provided text / Page Notice: Application of the adapted material may be including but not limited to text application and the artwork may be subject to visual adjustment. In this case, the additional charge, depending on the type of adjustment (i.e. Resizing or Redesign and) is applied.	150
5.4	TVC or Radio Spot Text Decoding / Page	100
5.5	Application of the adapted material within the ready artwork**	100

IMPORTANT NOTICES

- 1** Figures on the price list are the floor price and they can be increased depending on the status and volume of the work. Hence, it would be appropriate to receive the proposal in regard to each order.
- 2** Original preliminary costs left outside the list (illustration, photography, reversal film-renting, typesetting, translation, color separation, offset film, digital printing, offset or blueprint rehearsal, the operation of the computer system) are also invoiced. Additional commission (%10) is also charged for the services received from the third parties. These services are purchased upon the price confirmation of the customer.
- 3** The activities, design and/or applications which are not appeared on the list as the sort, are priced out by taking similar ones on the list as example. If there is no example, They are priced depending on the qualification of the work.
- 4** The approved works are fully charged even if they are not applied. If the design is only completed, but not applied printing/fabrication preparation fee is not collected.
- 5** The instruments of advertising campaign such as the press release, radio spot, motto are priced out in accordance with the business conditions. Media commission (% 8) is collected except for these prices.