

Services & Pricing

MoonPOP
creative





*Hourly Rate = \$84

Print

Banner

Any size. Examples: Fabric banner, pole banner, vinyl banner, mesh banner, pennant banner and retractable banner.

\$ **90**

Billboard

Minimum size: 12 ft Wide x 4 ft High. For smaller sizes, please see Sign.

\$ **105**

Booklet

Any size.
Minimum: 4 pages. Maximum: 8 pages.

\$ **210**

Brochure

Any size.
Examples: Standard tri-fold, bi-fold or z-fold.

\$ **100**

Business Card

Any size. Examples: Standard, square, rounded corner, foil accent, linen, plastic, metal, magnet.

\$ **30**

Business Document

Any size. Examples: Order form, time sheet, scheduling sheet, sales sheet letterhead, company discount card, company envelope, survey sheet, etc.

\$ **15**

Copywriting

Examples: Product descriptions, website copy, sales sheet copy, blog post, article writing. \$0.80 per word.

\$ **0.80**

Decal

Any size. Examples: Vehicle, trailer, window, and wall decals.

\$ **40**





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Print

Door Hanger

3.5" W x 8.5" H (Standard) size or 4.5" W x 11" H (Large) size.

\$ **40**

Event, Tour or Service Program

Any size. 1 Page = \$80. 2-4 Pages = \$120.
5+ Pages = Hourly rate applies*.

starting at
\$ **80**

Flyer

Any size. Single sided = \$80. Double sided (same design) = \$80
Double sided (2nd design) = \$160

starting at
\$ **80**

Gift Certificate

8.4" W x 3.5" H (Standard) size.

\$ **40**

Logo Design + File Package

File package provides both Vector and Raster files, all at high resolution.

\$ **350**

Magazine

Any size. Designed in 8 page signatures. Each additional signature is an additional \$30. (Example: 24 Pages = \$700)

starting at
\$ **640**

Magnet

Any size. Examples: refrigerator magnet, postcard magnet.

\$ **30**

Mailer / Postcard

Any size. Single sided = \$40. Double sided (same design) = \$40
Double sided (2nd design) = \$80

starting at
\$ **40**





*Hourly Rate = \$84

Print

Manual

Any size. Designed in 8 page signatures. Each additional signature is an additional \$30. (Example: 24 Pages = \$700)

starting at
\$ **640**

Menu

Any size.
Examples: Flat, bi-fold or tri-fold.

\$ **220**

Newsletter

Letter size. 1 Page = \$50. 2 Pages = \$80 3 Pages = \$110
4+ Pages = See Booklet.

starting at
\$ **50**

Newspaper Ad

1/35 Page = \$20 1/8 - 1/4 Page = \$50 Full Page = \$200
1/20 - 1/10 Page = \$25 1/2 Page = \$100

starting at
\$ **20**

Packing Insert Card

Any size. Single sided = \$40. Double sided (same design) = \$40
Double sided (2nd design) = \$80

starting at
\$ **40**

Poster

Any size.

\$ **75**

Presentation Folder

6" W x 9" H or 9" W x 12" H

\$ **90**

Product Catalogue

Any size. Designed in 8 page signatures. Each additional signature is an additional \$30. (Example: 24 Pages = \$700)

starting at
\$ **640**





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Print

Promotional Product

Similar work to decal design and file type.

Examples: Pens, notebooks, lanyards, water bottles, USB flash drives, tech accessories, clothing, accessories, outdoor, etc.

\$ **40**

Rack Card

3.75" W x 8.3" H. Single sided = \$60. Double sided (same design) = \$60
Double sided (2nd design) = \$120

starting at
\$ **60**

Sign

Minimum size: 4 ft W x 4 ft H.

Maximum size: 11 ft W x 4 ft H. For larger sizes, please see Billboard.

\$ **75**

These are commonly designed items. If you have a custom print or online project, the hourly rate will apply*.

All prices in each section are exclusive of tax. Taxes will be added upon invoicing.





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Online / Other

Copywriting

Examples: Product descriptions, website copy, sales sheet copy, blog post, article writing. \$0.80 per word.

\$ 0.80

Digital Ad - Static

Any size. Cost is for creation only.

\$ 50

Digital Ad - Video

16:9 or 1:1 sizes. Cost is for creation only

\$ 100

Email Signature

For use in any email provider's signature section.

\$ 60

Infographic or Visual Data

Any size. Examples: Chart, graph, definition, concept explanation.

\$ 40

Radio Ad Script

15 Second script = \$25. 30 Second script = \$50.
60 Second script = \$100.

**starting at
\$ 25**

Social Media Templates

Via Canva or Photoshop. Price is per one graphic.

\$ 10

Survey

Creation, implementation, collection and data organization done by hourly rate*.

**\$ 84
per hour**



*see next page

Ad Services

Ad Campaign(s) Planning

We discuss the avenues of advertising that would work best for your business, and how much money to use in each campaign.

\$ **150**

Brand Identity Meeting

For finding your voice and look as a business. From here, all future advertising can be consistent. Consult + plan.

\$ **150**

Facebook & Instagram Campaign

I create the ad(s), implement and manage them. At the end, you receive a performance report and takeaways for future ads.

starting at
\$ *

Google Display Ad Campaign

I create the ad(s), implement and manage them. At the end, you receive a performance report and takeaways for future ads.

starting at
\$ *

Google Responsive Ad Campaign

I create the ad(s), implement and manage them. At the end, you receive a performance report and takeaways for future ads.

starting at
\$ *

Google Search Ad Campaign

I create the ad(s), implement and manage them. At the end, you receive a performance report and takeaways for future ads.

starting at
\$ *

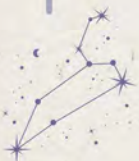
Social Media Content Strategy

New Businesses: We discuss which social media platforms you should be on, after a review of your website and brand.

Existing Businesses: We discuss which social media platforms you should continue to devote your time to, after a review of your client traffic from social media, your brick-and-mortar business and your website.

\$ **300**

Both: We formulate what days to post on, what type of content to post, and how that content comes across to your audience.





Ad Services

Website SEO Audit

I review your website and provide you with a report that outlines what needs improving AND how to improve.

\$ **250**

YouTube Ad Campaign

I create the ad(s), implement and manage them. For businesses with creative ready, I implement and manage. At the end, you receive a performance report and takeaways for future ads.

starting at
\$ *



I charge monthly for these types of campaigns, so that the budget of each business is utilized efficiently for their unique advertising needs, and so that ad creative can be adjusted to increase user interaction. This way, my focus is always on ad performance. Here's the breakdown:

Flat Rate Per Month = \$100

<-- for the foundational background work

Ad Creation = \$50 (Static) or \$100 (Video)

<-- for the specific ad(s) that need to be created

% of total ad spend in one month = 10%

<-- for ad management + continued performance

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Example

You budget \$600 to put a search ad up on Google for 4 months. This means that my work will cost \$165 for the first month and \$345 for Months 2,3 and 4 - ending up with a total of \$510 after the entire campaign has ended.

$$\$100 + \$50 + ([\$600/4] \times 0.1) = \text{Month 1 Total}$$

$$\$100 + \$50 + (\$150 \times 0.1) = \text{Month 1 Total}$$

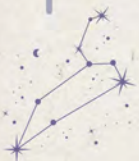
$$\$100 + \$50 + \$15 = \$165$$

$$(\$100 \times 3) + ([\$150 \times 3] \times 0.1) = \text{Months 2, 3 and 4 Total}$$

$$\$300 + (\$450 \times 0.1) = \text{Months 2, 3, and 4 Total}$$

$$\$300 + \$45 = \$345$$

Grand Total = \$510



Packages

Need more than one service? Pick exactly what you need, and I'll give you a deal!
The bigger the package, the bigger the deal.

The Shooting Star

1-2 items. Full price.

Static

The Constellation

One item from each category, or three total items. Save 10% on this small cluster package. Applied to total cost.

-10%

The Nebula

Three items from each category, or nine total items. Percentage is applied to total cost.

-15%

The Galaxy

Five items from each category, or fifteen total items. This system gives you 20% savings to your total cost.

-20%

The Black Hole

More than fifteen items. You are a gravitational force to be reckoned with - take 35% off of that total cost!

-35%

