

# Abigail Leali

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## RATE CARD 2025

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### GRAPHIC DESIGN

Brand Development ( <i>includes logo design</i> )	3500
<i>Published Brand Guidelines (for internal use)</i>	1750
Logo Design	550
Professional Letterhead Template	450
Trifold Brochure	350
Print Publication	350 + 125/page
Professional Business Card Template	325
Print/Digital Advertisement	300 [+ 50/reformatting]
Flyer/Poster	350 [+ 50/reformatting]
Custom Social Media Graphic	85
Conference Signs	<i>Quote supplied following client brief</i>
Branded Merchandise Design	<i>Quote supplied following client brief</i>
Custom Illustration/Merchandise Design	<i>Quote supplied following client brief</i>

### WEB DESIGN

Website Design	2000 + 500/page
Custom Icon Design	95
Site Map/UI/UX Consultation	<i>Quote supplied following client brief</i>

### WRITING & EDITING

Editorial Style Guide ( <i>brand guidelines supplement</i> )	1750
Magazine/Blog Article	.50/word
Feature Article	.60/word
Press Release	.70/word
Content Editing	.25/word
Proofreading	.20/word
SEO Content Writing	<i>Quote supplied following client brief</i>
Copywriting	<i>Quote supplied following client brief</i>
Translation	<i>Quote supplied following client brief</i>

## SERVICE PACKAGES

### **Full Branding Package**

6750

*Brand Development*

*Published Brand Guidelines*

*Editorial Style Guide*

*1 Professional Letterhead Template*

*1 Professional Business Card Template*

*2 Branded Merchandise Designs*

### **Conference Package**

3000

*2 Conference Signs*

*2 Brochures*

*4 Branded Merchandise Designs*

*1 Flyer/Poster*

*1 Professional Business Card Template*

### **Digital Marketing Package**

2750/month

*15 Social Media Posts (copywriting + image curation)*

*3 Custom Social Media Graphics*

*2 500-word Articles or SEO Blog Posts*

*1 Digital Advertisement Design*

*Monthly digital marketing analytics report*

*Discounted rate for additional advertisement designs and social media posts*

### **Communications Package**

2500/month

*4 500-word Articles or Press Releases*

*12 Social Media Posts (copywriting + image curation)*

*3 Custom Social Media Graphics*

*Content Editing/Proofreading up to 2000 words*

*Discounted rate for additional content editing/proofreading*

### **Custom Package**

*Quote supplied following client brief*

*All projects include regular check-ins and two final revisions unless otherwise agreed.*

*Rates are subject to increase depending on project scope or complexity (e.g., if extensive research/consultation required).*