

Schedule of Requirements (Package – 2)

Rate Card for Design Services

Sl. No.	Description of Services	Rates (in INR)	Additional Remarks
1	BROCHURES, REPORTS AND BOOKLETS UPTO A4 SIZE: From 8 pages and up (up to 40 pages only).		
	Prices per document:		
	Designing Cover, Contents including Title and Credits pages		
	Upto 8 pages		
	-Creation Cost		
	-Artwork Cost per page		
	-Adaptation cost per publication upto 12 publications.		
	- Adaptation cost per publication above 12 publications		
	Upto 16 pages		
	-Creation Cost		
	-Artwork Cost per page		
	-Adaptation cost per publication upto 12 publications.		
	- Adaptation cost per publication above 12 publications		
	Upto 24 pages		
	-Creation Cost		
	-Artwork Cost per page		
	-Adaptation cost per publication upto 12 publications.		
	- Adaptation cost per publication above 12 publications		
	Upto 40 pages		
	-Creation Cost		
	-Artwork Cost per page		
	-Adaptation cost per publication upto 12 publications.		
	- Adaptation cost per publication above 12 publications		
1.1	TEXT COMPOSITION AND BASIC PAGE LAYOUT PER PAGE costs including tables (any number of pages)		
	To be used for projects that do not involve creative Design work		
	Up to A4 - per page - Upto 500 pages		
	Up to A4 - per page - from 501 to 1000 pages		

	BOOKS AND REPORTS UPTO A4 SIZE: (Over 40 2 pages). Prices per document:		
	Designing Cover, Contents including Title and Credits pages		
	Upto 80 pages		
	-Creation Cost		
	-Artwork Cost per page		
	-Adaptation cost per page upto 12 publications		
	-Adaptation cost per page above 12 publications		
	Upto 120 pages		
	-Creation Cost		
	- Artwork cost per page		
	-Adaptation cost per page upto 12 publications		
	-Adaptation cost per page above 12 publications		
	Upto 200 pages		
	-Creation Cost		
	-Artwork Cost per page		
	-Adaptation cost per page upto 12 publications		
	-Adaptation cost per page above 12 publications		
	Upto 280 pages		
	-Creation Cost		
	-Artwork Cost per page		
	-Adaptation cost per page upto 12 publications		
	-Adaptation cost per page above 12 publications		
	Upto 360 pages		
	-Creation Cost		
	-Artwork Cost per page		
	-Adaptation cost per page upto 12 publications		
	-Adaptation cost per page above 12 publications		
	Upto 440 pages		
	-Creation Cost		
	-Artwork Cost per page		
	-Adaptation cost per page upto 12 publications		
	-Adaptation cost per page above 12 publications		

3	FLYERS: 1 single sheet up to A4		
	Size - upto A4		
	-Creation & Artwork		
	-Adaptation cost for multiple 'series/set' of flyers after 1st/initial design - per flyer		
4	LEAFLETS: from 4 to 12 pages (4 to 5 folds)		
	Size - upto A3		
	-Creation & Artwork		
	-Adaptation cost for multiple 'series/set' of leaflets after 1st/initial design - per leaflet		
5	FOLDERS		
	Including 2 + pockets (e.g.; 8.5" x 4" & 0.25" spine on both sides)		
	Upto 9"x12.5" closed size		
	- Creation & artworks		
	-Adaptation cost for multiple 'series/set' of folders after 1st/initial design - per folder		
6	INFORMATION KIT: FOLDER + FACT SHEET + PHOTO CARD		
	For folders, refer to: #5. Folders quotation		
	For fact sheets and photo cards, refer to: #3. Flyers quotation		
7	POSTERS		
	Minimum 17 x 22" and Maximum 29 x 39"		
	Up to 29 x 39"		
	- Creation & artworks		
	-Adaptation cost for multiple 'series/set' of posters after 1st/initial design - per poster		
8	FLIP CHARTS		
	Open size; Minimum 8.25" x 11.75"		
	Pages Upto 8 pages		
	-Creation		
	-Artwork per page		
	-Adaptation cost for multiple 'series/set' of flip charts after 1st/initial design - per flip chart		
	Pages Upto 16 pages		
	-Creation		
	-Artwork per page		
	-Adaptation cost for multiple 'series/set' of flip charts after 1st/initial design - per flip chart		
	Pages Upto 24 pages		
	-Creation		
	-Artwork per page		

	-Adaptation cost for multiple 'series/set' of flip charts after 1st/initial design - per flip chart		
	Pages Upto 48 pages		
	-Creation		
	-Artwork per page		
	-Adaptation cost for multiple 'series/set' of flip charts after 1st/initial design - per flip chart		
9	CALENDARS:		
9.1	Wall 'hanging' type calendar		
	Cover can have design on 1 or 2 sides		
	Size - Up to 24" x 35"		
	1 individual page		
	6+2 (6 pgs content + 1/2 pages cover)		
	12+2 (12 pgs cont. + 1 or 2 pages cover)		
9.2	Desk type calendar		
	Design including stand; Cover can have design on 1 or 2 sides		
	6+2 (6 pgs content + 1/2 cov) 8.25"x11.70"		
	12+2 (12 pgs content + 1/2 cov) 8.25"x11.70"		
10	STATIONERY MATERIAL:		
10.1	LETTERHEADS (including creation of logo design)		
	Size: upto A4		
10.2	BUSINESS CARDS/VISITING CARDS (incl. creation & artworks)		
	Size: Standard American or British Size		
10.3	ENVELOPES (including creation and artworks)		
	Size: Open		
10.4	NOTEPADS (including creation and artworks)		
	Size: Open		
11	INVITATION CARDS AND ENVELOPES (A SET - Envelope Design included) - including creation and artworks		
	(Usually 6"x4" / 7"x5" or 8"x5.5")		
	Size: Open		

12	Stickers / BADGES DESIGN		
	Size Open		
	Creation and artworks		
	Adaptation cost for multiple series /set of stickers /badges after 1st initial design: price per sticker/badge		
13	WOBBLER / DANGLER (creation and artworks)		
	Size Open		
14	TIN PLATE POSTER DESIGNS (creation and artworks)		
	Size: 1.5' X 2 'X 3'		
15	SANDWICH BOARD DESIGNS (creation and artworks)		
	Size: 3' X 5'		
16	BUNTINGS / BANNERS (creation and artworks)		
	Size: Open - Creation		
	Adaptation cost for multiple series/set of buntings/banners after 1st initial dsign: price per bunting/banner		
17	HOARDINGS / BILLBOARDS (creation and artworks)		
	Size: Open		
	Creation		
	Adaptation cost for multiple series/set of hoardings/billboards after 1st/initial design: Price per hoarding		
18	WALL PAINTINGS (creation and artworks)		
	Maximum 10 x 20 feet, Size: open		
	Creation		
19	LOGOS (creation and artworks)		
	Type		
	Level 1: typographic only		
	Level 2: typo + light symbol		
20	NAME TAGS / NAME PLATES		
	Creation and artwork design		
	Additional Artworks per piece		
21	NAMING/THEME OF EVENT/PROGRAMME/ACTIVITY		
	Naming/Theme of an Event/Programme/Activity based on brief & common strategy		

22	ILLUSTRATIONS		
22.1	HAND RENDERED ILLUSTRATIONS - cost per illustration		
	Line drawings		
	Up to A4 - 1 col		
	Up to A4 - full col		
	Up to A3 - 1 col		
	Up to A3 - full col		
	Up to A2 - 1 col		
	Up to A2 - full col		
	Up to A1 - 1 col		
	Up to A1 - full col		
	Comic style		
	Up to A4 - 1 col		
	Up to A4 - full col		
	Up to A3 - 1 col		
	Up to A3 - full col		
	Up to A2 - 1 col		
	Up to A2 - full col		
	Up to A1 - 1 col		
	Up to A1 - full col		
	Conceptual Illustration/Specialised/high detail style		
	Up to A4 - 1 col		
	Up to A4 - full col		
	Up to A3 - 1 col		
	Up to A3 - full col		
	Up to A2 - 1 col		
	Up to A2 - full col		
	Up to A1 - 1 col		
	Up to A1 - full col		
22.2	COPYING OF HAND RENDERED ILLUSTRATIONS / PAINTINGS - cost per illustration		
	Line drawings		
	Up to A4 - 1 col		
	Up to A4 - full col		
	Up to A3 - 1 col		
	Up to A3 - full col		
	Up to A2 - 1 col		
	Up to A2 - full col		
	Up to A1 - 1 col		
	Up to A1 - full col		
	Comic style		
	Up to A4 - 1 col		
	Up to A4 - full col		

	Up to A3 - 1 col		
	Up to A3 - full col		
	Up to A2 - 1 col		
	Up to A2 - full col		
	Up to A1 - 1 col		
	Up to A1 - full col		
	Conceptual Illustration/Specialised/high detail style		
	Up to A4 - 1 col		
	Up to A4 - full col		
	Up to A3 - 1 col		
	Up to A3 - full col		
	Up to A2 - 1 col		
	Up to A2 - full col		
	Up to A1 - 1 col		
	Up to A1 - full col		
22.3	COMPUTER-GENERATED ILLUSTRATIONS		
	Illustration 1 colour or Full Colour		
	A4 Bitmap (upto 300 dpi)		
	Vector based using Illustrator, etc.		
22.4	HIGH END RETOUCHING / COMPUTER GRAPHICS		
	High end retouching - per hour		
	COMPUTER-GENERATED MAP/GRAPHS		
23	RECREATION		
23.1	MAPS		
	Map - conceptual/complex upto A4		
23.2	GRAPHS		
	Conceptual/graph up to A4		
24	PHOTO / OTHER EXHIBITION		
24.1	Layout for Exhibition Room / Hall: Display panels / boards		
	up to 3 panels		
	up to 5 panels		
	upto 10 panels		
	up to 20 panels		
24.2	Design and Artworks for Display Boards: Up to 1.25 x 2.50 meters		
	up to 1 panel		
	up to 3 panels		
	up to 5 panels		
	upto 10 panels		

	up to 20 panels		
25	PRESS ADS CAMPAIGN /PUBLIC SERVICE ANNOUNCEMENTS		
25.1	PRESS ADS:		
	Size - Open - Pages 1		
	Creation and artworks		
	Adaptation cost for multiple series/set of press ads after 1st/initial design: Upto 5 ads - Price per ad		
	Adaptation cost for multiple series/set of press ads after 1st/initial design: Between 6-10 ads. Price per ad		
	CAMPAIGN		
	Creation and artworks - Pages 1		
	Adaptation cost for multiple series/set of press ads after 1st/initial design: Upto 5 campaign - Price per ad		
	Adaptation cost for multiple series/set of press ads after 1st/initial design: Between 6-10 campaign. Price per ad		
25.2	PUBLIC SERVICE ANNOUNCEMENT (typographical) / SMALL ADS		
	Size: Small space - unit 1		
	Creation and artworks		
	adaptation cost for multiple series/set of small ads after 1st/initial design : Price per ad		
	adaptation cost for multiple series/set of small ads after 1st/initial design upto 5 ads: Price per ad		
26	PACKAGES		
	Creation and artworks		
	CD Rom + cover - Unit 1		
	Video Cassette + cover - Unit 1		
	Audio Cassette + cover - Unit 1		
	Kit bag - Unit 1		
	Box for series of publications - Unit 1		
	Bags for workshops, etc. - Unit 1		
	Adaptation cost for multiple 'series/set' of items after 1st/initial design: Price per item		
	CD Rom + cover		
	Video Cassette + cover		
	Audio Cassette + cover		
	Kit bag		
	Box for series of publications		
	Bags for workshops, etc.		
27	DESIGN OF PROMOTIONAL MATERIAL		

27.1	BAGS WITH INNER/OUTER POCKETS AND MAXIMUM 2 FLAPS		
	Creation and artworks		
27.2	T-SHIRTS/CAPS		
	Creation and artworks		
	adaptation cost for multiple series/set of T-shirts/Caps after 1st/initial design: price per item		
27.3	FLAG DESIGN		
	Creation and artwork		
28	NEW MEDIA DELIVERABLES		
28.1	WEB DESIGN & PROGRAMMING COST		
	Items		
a	Home page / Introductory page		
b	Contents pages: per page		
c	Web Site: Annual maintenance & updating of site		
d	Flash - per frame still Animation - per second		
e	Dreamweaver per page including links		
28.2	DESIGN & PROGRAMMING OF VIRAL CAMPAIGNS		
	Design & programming of viral campaign		
28.3	EMAIL NEWSLETTER - DESIGN/UPDATING		
	Master/System Design & Overall Master Templates Layout		
	Maximum 4 templates		
	Adaptation of Layout		
	First 10 pages		
	Subsequent pages in multiples of 5		
28.4	APPLICATIONS - NEWSLETTER REGISTRATIONS, BASIC CONTENT MANAGEMENT SYSTEM		
	MASTER/System Design and Overall Master Templates and content management system design & programming including Registration Forms - Maximum 4 templates		
	Adaptation of Layout		
	First 10 pages		

	Subsequent pages in multiples of 5		
28.5	E-CARD DESIGN		
	E-card Design - Static		
	E-card Design - Animation -10 seconds duration		
28.6	WEB BANNERS AND ADVERTISEMENTS		
	Web banner/advertisement - Static		
	Web banner/advertisement - Animation - 3 seconds maximum		
29	POWER POINT / FLASH PRESENTATIONS		
	-Power Point		
	-up to 25 slides		
	-up to 50 slides		
	-Power Point template per presentation		
	-up to 25 slides		
	-up to 50 slides		
	- Flash		
	-up to 25 slides		
	-up to 50 slides		
	-Power Point and Flash mixed		
	-up to 25 slides		
	-up to 50 slides		
30	PHOTOGRAPHY		
30.1	PHOTOGRAPHY INDOOR AND OUTDOOR COSTS PER DAY		
	Specify minimum and maximum costs		
	Half day		
	Studio indoor basis		
	On site outdoor basis		
	Full day		
	Studio indoor basis		
	On site outdoor basis		
30.2	PHOTOGRAPHY: FILM & DEVELOPING COSTS including mounting with plastic frames where applicable		
	Type - cost for film developing		
	35mm slides (36 frames)		
	4 x 5 inches (1 sheet)		
	6 x 7 cms (10 frames)		
	6 x 6 cms (12 frames)		
	6 x 4.5 cms (15 frames)		
	Type - cost per sheet		
	35mm slides (36 frames)		

	4 x 5 inches (1 sheet)		
	6 x 7 cms (10 frames)		
	6 x 6 cms (12 frames)		
	6 x 4.5 cms (15 frames)		
30.3	MODEL COST PER DAY FOR TV COMMERCIALS / POSTERS		
	Specify minimum and maximum costs		
	Half day		
	Studio indoor basis		
	On site outdoor basis		
	Full day		
	Studio indoor basis		
	On site outdoor basis		
31	COPY WRITING, EDITING, PROOF READING & TRANSLATION COSTS PER PAGE for Senior Copywriter/Editor/Proof reader/Translator		
	Copy writing - per page, single line spacing - A/4 size 12 points		
	-English		
	-Hindi		
	-Any Regional Indian Languages		
	-International language		
	Editing - per page, single line spacing - A/4 size 12 points		
	-English		
	-Hindi		
	-Any Regional Indian Languages		
	-International language		
	Proof reading - per page, single line spacing - A/4 size 12 points		
	-English		
	-Hindi		
	-Any Regional Indian Languages		
	-International language		
	Translation / per page - per page, single line spacing - A/4 size 12 points		
	-English		
	-Hindi		
	-Any Regional Indian Languages		
	-International language		
32	TYPING CHARGES		
	Typing - per page single line spacing - A/4 Size - 12 points		
	-English		
	-Hindi		
	-Any Regional Indian Languages		
	-International language		

	INKJET AND DIGITAL PROOFING SYSTEMS PRICES		
33	PER UNIT COST		
	Types of proofing A4		
	Laser print - b/w		
	Laser print - colour		
	Inkjet print - colour matt/gloss		
	State any other proofing system		
	Types of proofing A3		
	Laser print - b/w		
	Laser print - colour		
	Inkjet print - colour matt/gloss		
	State any other proofing system		
	Types of proofing A2		
	Laser print - b/w		
	Laser print - colour		
	Inkjet print - colour matt/gloss		
	State any other proofing system		
	Types of proofing A1		
	Laser print - b/w		
	Laser print - colour		
	Inkjet print - colour matt/gloss		
	State any other proofing system		
34	LARGE FORMAT 'PLOTTER' PRINTING PER SQUARE INCH/ FOOT. Indicate whether LG, Hanwa, Technova etc.		
	Materials		
	Indoor vinyl (with adhesive) and front lamination per sq inch		
	per sq.ft		
	Indoor vinyl (without adhesive) and front lamination per sq in		
	per sq.ft		
	Indoor backlit vinyl (with adhesive) and front lamination per sq in		
	per sq.ft		
	Outdoor backlit vinyl (with adhesive) per sq inch		
	per sq.ft		
	Outdoor vinyl (without adhesive) & front lamination per sq inch		
	per sq.ft		
	Outdoor vinyl (with adhesive) per sq.inch		
	per sq.ft		
	Front lit flex 13 oz - Solvent - Double Pass per sq.inch		
	per sq.ft		
	Backlit flex 22 oz - Solvent - Double Pass per sq.inch		
	per sq.ft		
	Coated canvas with digital printing - pigment per sq.inch		
	per sq.ft		

	Coated fabric - Solvent per sq.inch		
	per sq.ft		
	Coated gloss 120 gsm with lamination (matt/gloss) per sq.inch		
	per sq.ft		
	Coated gloss 160 gsm with lamination (matt/gloss) per sq.inch		
	per sq.ft		
	Lamination film 50" (80 Microns) - per roll - 47-50 mtrs. Approx		
	per sq.ft		
	Sun board -5 mm- per sheet of 8 ft x 4ft		
	polypropylene backing sheet		
	Other		
	35 DUPLICATION OF CDS/DVD copying		
	35.1 Using standard CD burning upto 500 CDs and 'Die stamping' for 500+ CDs. Printing of pre-assigned Design onto CD		
	Number of CDs & printing method		
	Per CD (using sticker printing)		
	Up to 50 (using screen printing) per CD, per colour/impression		
	100 minimum (using screen printing) per CD/per colour/impression		
	500 minimum (using screen printing) per colour/impression		
	1000+ copying using die stamping (bulk manufacturing) & laster printing - Per 1000 CDs		
	35.2 Using standard DVD burning upto 500 CDs and 'Die stamping' for 500+ DVDs. Printing of pre-assigned Design onto DVD		
	Number of DVDs & printing method		
	Per DVD (using sticker printing)		
	Up to 50 (using screen printing) per colour/impression		
	100 minimum (using screen printing) per colour/impression		
	500 minimum (using screen printing) per colour/impression		
	1000+ copying using die stamping (bulk manufacturing) & laster printing - Per 1000 DVDs		
	(Bulk manufacturing) & laser printing		
	36 DRUM SCANNING COSTS PER SQUARE INCH:		
	Provide economical pricing format for batch scanning too:		
	Cost per Sq. Inch - for batch scans		

37	POSITIVE FILM OUTPUT / FILM SEPARATION FROM IMAGESETTER INCLUDING IMPOSITION (FORMATS)		
	Price per square inch		
	-4 colour separation - per sq inch (imposed)		
	-1 colour - per sq. inch (Imposed)		
38	WET / FLATBED PROOFS AND PROGRESSIVE PROOFING PRICES FOR MINIMUM 10 UNITS PLUS C, M, Y, K PROGRESSIVES		
	MINIMUM 10 units plus progressives		
	A4		
	-1 colour		
	-2 colours		
	-3 colours		
	-full colour		
	A3		
	-1 colour		
	-2 colours		
	-3 colours		
	-full colour		
	A2		
	-1 colour		
	-2 colours		
	-3 colours		
	-full colour		
	A1		
	-1 colour		
	-2 colours		
	-3 colours		
	-full colour		
	MAXIMUM 50 units plus progressives		
	A4		
	-1 colour		
	-2 colours		
	-3 colours		
	-full colour		
	A3		
	-1 colour		
	-2 colours		
	-3 colours		
	-full colour		
	A2		
	-1 colour		
	-2 colours		
	-3 colours		
	-full colour		
	A1		
	-1 colour		

	-2 colours		
	-3 colours		
	-full colour		
39	OFFSET / MACHINE PROOFS:		
	MINIMUM 10 units		
	A4		
	-1 colour		
	-2 colours		
	-3 colours		
	-full colour		
	A3		
	-1 colour		
	-2 colours		
	-3 colours		
	-full colour		
	A2		
	-1 colour		
	-2 colours		
	-3 colours		
	-full colour		
	A1		
	-1 colour		
	-2 colours		
	-3 colours		
	-full colour		
	MAXIMUM 50 units		
	A4		
	-1 colour		
	-2 colours		
	-3 colours		
	-full colour		
	A3		
	-1 colour		
	-2 colours		
	-3 colours		
	-full colour		
	A2		
	-1 colour		
	-2 colours		
	-3 colours		
	-full colour		
	A1		
	-1 colour		
	-2 colours		
	-3 colours		
	-full colour		