

## EXTRA ARTWORK CHARGES

This guide is for you to use while quoting to the customer. Be sure that the customer is informed of these charges before proceeding.



PEC/Laser Price list includes basic typesetting and layout. This is approximately one paragraph (approx. 50 words) of copy and one logo or graphic. Additional logos are **\$5.00**

Signatures: **\$2.00** each



Photograph: **\$20.00 - 50.00** (depending on quality of contrast in the original)

Roster: 5-10 names **\$3.00**; 11-20 names **\$6.00**; 21-30 names **\$9.00**; after that, add **\$3.00** per 10 names



Excess Copy: **\$4.00** per paragraph (approx. 50 words)

Enlarge Artwork beyond 8.5" x 14": **\$8.00**



Clip Art (from our collection): **\$8.00** per element

Border: **\$4.00** charge only if we are to add a border other than a simple line

PMS Color Matching: \$30.00 on white, \$ 45.00 on anything other than white



Minimal enhancement to customer supplied artwork: **\$6.00** where a line or two must be replaced and a line or two of copy must be reset.

Moderate enhancement to customer supplied artwork: **\$12.00** more of the same problems from above and/or additional smoothing of edges or art is blurry in places or will need to be resized.



Extensive enhancement to customer supplied artwork: **\$36.00 an hour**, if it's this bad, you need an estimate from the graphic artist, this is where most of the logo is blurry or rough. Essentially recreating the graphic.



Faxed Proof: First two proofs are included, proofs are not charged for our errors, etc. **\$4.00**

Color Separation: simple **\$4.00** (from good artwork)

Moderately complex **\$8.00**

Complicated **\$16.00**



These are also subject to any above charges for art quality.