



Creative eMenu.

A full array of e-deliverables.



Mitchell
Creative Group

The Menu.



Infographic



Interactive PDF



InfoBrief



InfoDoc



eBook



eMag



White Paper



PDF Slider



ePub



Presentation



Website



Min.iGraphics.



iView



iBooklet



Animation



Video



Video Brochure



Online Infographic

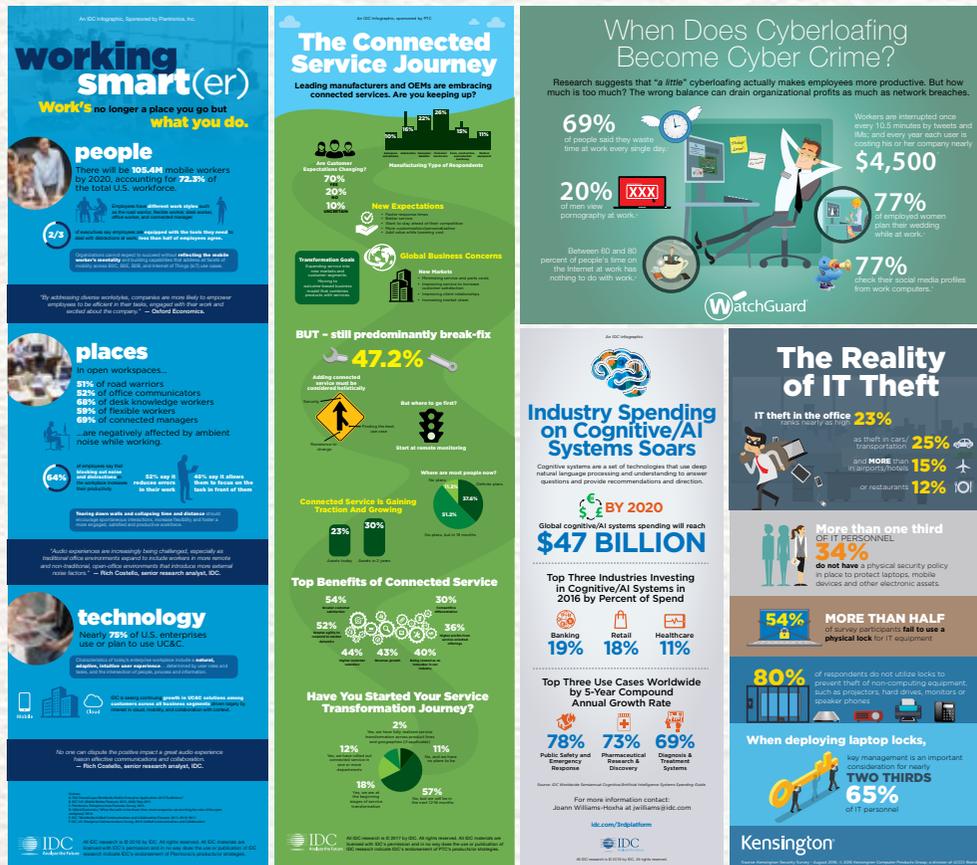
See the Pricing Curves.

Menu Overview.

	Basic	Average	Advanced	
Infographic	\$500+	\$1500+	\$2K+	Page 4
Interactive pdf	\$1500+/-	\$2500+	\$5K+	Page 5
InfoBrief	\$2500+/-	\$5K+	\$10K+	Page 6
InfoDoc	\$2500+/-	\$5K+	\$10K+	Page 7
eBook	\$2500+/-	\$5K+	\$10K+	Page 8
eMag	\$1500+/-	\$2.5K+	\$5K+	Page 9
White Paper	\$1200+/-	\$3K+	\$5K+	Page 10
PDF Slider	\$1200+/-	\$2K+	\$5K+	Page 11
ePub	\$5K+/- <i>(plus additional printing costs if printed)</i>	\$10K+	\$20K+	Page 12
Presentation	\$1200+/-	\$3.5K+	\$7.5K+	Page 13
Website	\$3.5K+/-	\$7.5K+	\$20K+	Page 14
Min.igraphics	\$1K+	\$2K+	\$3.5K+	Page 15
iView	\$3.5+	\$7.5K+	\$15K+	Page 16
iBooklet	\$3.5K+	\$7.5K+	\$20K+	Page 17
Animation	\$5K+/-	\$7.5K+	\$10K+	Page 18
Video	\$1.5K+/-	\$7.5K+	\$10K+	Page 19
Video Brochure	\$2500+ <i>Plus device cost: roughly \$75/per.</i>	\$5K+	\$10K+	Page 20
Online Infographics	\$3.5K+/-	\$7.5K+	\$20K+	Page 21
Pricing guidelines				Page 22

Infographic.

Information graphics with many options.



Assembling interesting data points in an engaging, fun-to-read, visual format, making use of color, fonts, and graphics in a wide range of sizes and designs.

Key differentiators: Budget, size, style, and amount of content.

Important considerations: Content needs to be uniquely created specific to infographics. Short, simple data that's a compelling, engaging step-by-step story.

Price range: \$500 basic—\$1500 average—\$2K+ advanced.

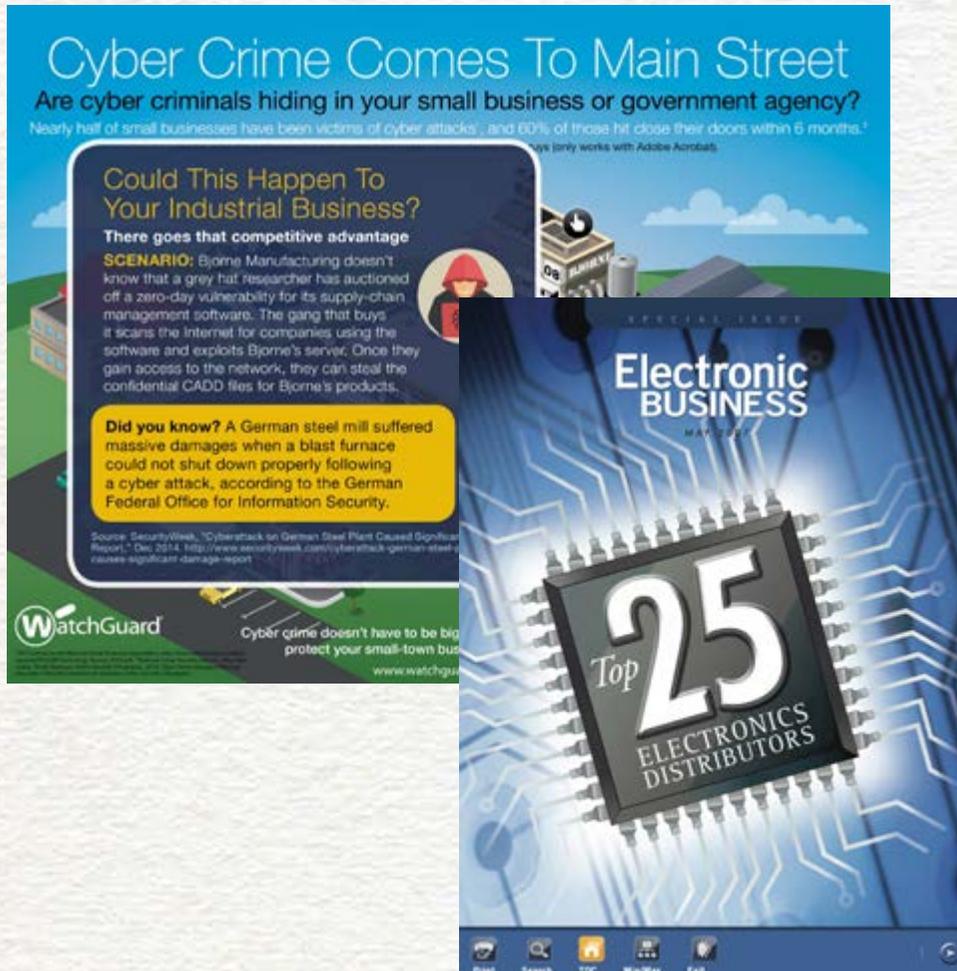
Price increasers: Text/content needing work, multiple edits, big changes, adding sections/graphics.

Samples: <http://www.mitchellcreativegroup.com/samples/igsamples.zip>

For more: Todd@508.494.8182
todd@mitchellcreativegroup.com
<http://www.mitchellcreativegroup.com>

Interactive pdf.

Engaging, interactive infographics.



Add interactivity to an otherwise static infographic. Popups, inserted video, social media, and other cool features...

Key differentiators: Budget, size, style, amount of content, and amount of interactivity added.

Important considerations: Content needs to be uniquely created specific to these infographics. A plan needs to be created for what the content is, and what's interactive.

Price ranges: \$1500 basic—\$2500 average—\$5K+ advanced.

Price increasers: Text/content needing work, multiple edits, big changes, adding sections/graphics, changing interactives.

Samples: <http://www.mitchellcreativegroup.com/samples/interactivepdfs.zip>

For more: Todd@508.494.8182
todd@mitchellcreativegroup.com
<http://www.mitchellcreativegroup.com>

InfoBrief.

Combination of text and infographics in an easy to read format.



InfoBriefs are like combining a cool presentation, key paragraphs of text, and simple infographics into a fun, engaging document.

Key differentiators: Budget, size, page count, caliber of project (how fancy you want it), graphics, and content.

Important considerations: Content needs to be uniquely created/written specific to InfoBriefs. Page by page, simple sentences and basic graphics on each page to tell a story.

Price ranges: \$2500 basic—\$5K average—\$10K+ advanced.

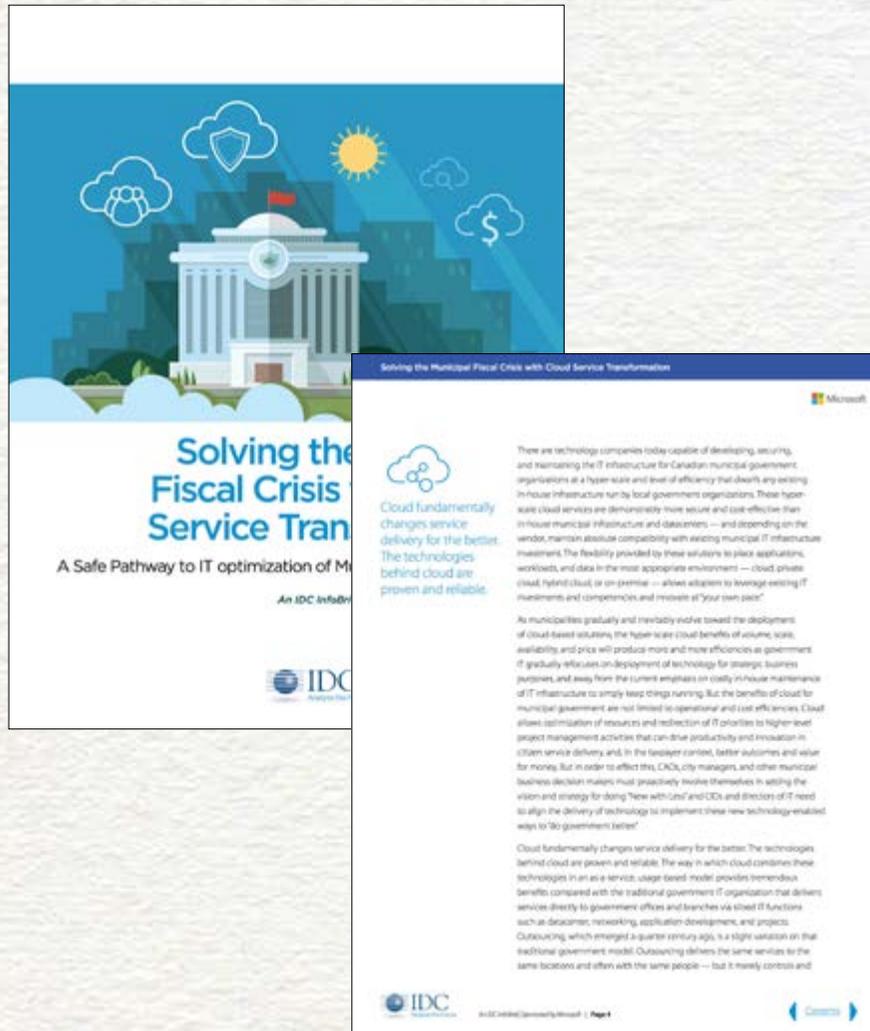
Price increasers: Text/content needing work, multiple edits, big changes, adding sections/graphics.

Samples: <http://www.mitchellcreativegroup.com/samples/ibsamples.zip>

For more: Todd@508.494.8182
todd@mitchellcreativegroup.com
<http://www.mitchellcreativegroup.com>

InfoDoc.

A more text-heavy designed document with graphics.



InfoDoc's are essentially longer text documents in a professional layout with graphics to help break up the text.

Key differentiators: Budget, size, page count, caliber of project (how fancy you want it), graphics, and content.

Important considerations: Content needs to be carefully prepared, edited, and approved prior to layout. Good idea to provide specific design examples (if required) and/or review content/artwork before beginning.

Price ranges: \$2500 basic—\$5K average—\$10K+ advanced.

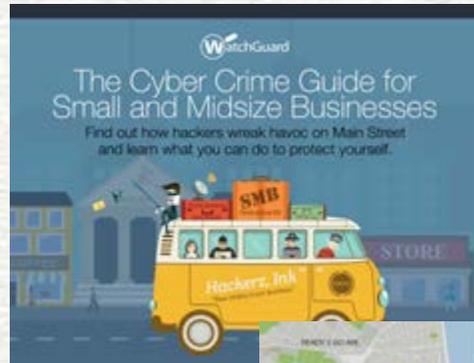
Price increasers: Text/content needing work, multiple edits, big changes, adding sections/graphics.

Samples: <http://www.mitchellcreativegroup.com/samples/infodocsample.pdf>

For more: Todd@508.494.8182
todd@mitchellcreativegroup.com
<http://www.mitchellcreativegroup.com>

eBook.

A highly graphical, fun-to-read pdf document.



With fun, colorful, and artistically creative graphics, and just the right amount of text, these are a very fun and engaging ‘themed’ product.

Key differentiators: Budget, size, page count, caliber of project (how fancy you want it), graphics, and content.

Important considerations: Content needs to be carefully prepared, edited, and approved prior to layout. Good idea to provide specific design examples (if required) and/or review content/artwork before beginning. “Fun themes.”

Price ranges: \$2500 basic—\$5K average—\$10K+ advanced.

Price increasers: Text/content needing work, multiple edits, big changes, adding sections/graphics.

Samples: <http://www.mitchellcreativegroup.com/samples/ebooksamples.zip>

For more: Todd@508.494.8182
todd@mitchellcreativegroup.com
<http://www.mitchellcreativegroup.com>



eMag.

A digital pdf document with a series of stories/articles.



An engaging pdf document chock full of magazine articles for a great single-subject publication.

Key differentiators: Budget, size, page count, caliber of project (how fancy you want it), graphics, and content.

Important considerations: Content needs to be carefully prepared, edited, and approved prior to layout. Good idea to provide specific design examples (if required) and/or review content/artwork before beginning.

Price ranges: \$1500 basic—\$2.5K average—\$5K+ advanced.

Price increasers: Text/content needing work, multiple edits, big changes, adding sections/graphics.

Samples: <http://www.mitchellcreativegroup.com/samples/emagsamples.zip>

For more: Todd@508.494.8182
todd@mitchellcreativegroup.com
<http://www.mitchellcreativegroup.com>

White Paper.

A highly designed, graphical, colorful, and more engaging paper.



Turning an otherwise boring and plain paper into a fun, enaging, and highly designed document.

Key differentiators: Budget, size, page count, caliber of project (how fancy you want it), graphics, and content.

Important considerations: Content needs to carefully prepared, edited, and approved prior to layout. Good idea to provide specific design examples (if required) and review content/artwork before beginning.

Price ranges: \$1200 basic—\$3K average—\$5K+ advanced.

Price increasers: Text/content needing work, custom artwork, multiple edits, big changes, adding sections/graphics.

Samples: <http://www.mitchellcreativegroup.com/samples/wpsamples.zip>

For more: Todd@508.494.8182
todd@mitchellcreativegroup.com
<http://www.mitchellcreativegroup.com>

PDF Slider.

Simple data points in a highly graphical slide-by-slide layout.

Colorful and graphical slides of highly engaging, fun to read, and easy to absorb content.

Key differentiators: Budget, size, page count, caliber of project (how fancy you want it), graphics, and content.

Important considerations: Content needs to be uniquely created specific to pdf sliders. Short, simple data that's a compelling, engaging step-by-step story.

Price range: \$1200 basic—\$2K average—\$5K+ advanced.

Price increasers: Developing content, multiple edits, big changes, adding sections/graphics.

Samples: <http://www.mitchellcreativegroup.com/samples/pdfsliders.zip>

For more: Todd@508.494.8182
todd@mitchellcreativegroup.com
<http://www.mitchellcreativegroup.com>



ePub.

A book, magazine, or publication, as an electronic pdf— that can be printed.



Best of both worlds. Digital pdf publication that can be emailed/downloaded— and/or printed.

Key differentiators: Budget, size, page count, caliber of project (how fancy you want it), graphics, and content.

Important considerations: Content needs to be carefully prepared, edited, and approved prior to layout. Good idea to provide specific design examples (if required) and review content/artwork before beginning. Printing quotes may be needed. Can also create true “ePub formats” online...

Price ranges: \$5K basic—\$10K average—\$20K+ advanced. (plus additional printing costs if applicable)

Price increasers: Text development, multiple edits, big changes, custom art/photos, adding sections/graphics later.

Samples: <http://www.mitchellcreativegroup.com/samples/epubsamples.zip>

For more: Todd@508.494.8182
todd@mitchellcreativegroup.com
<http://www.mitchellcreativegroup.com>

Presentation.

Imaginative, professional, and engaging graphical slides.

Exciting presentation slides with awesome graphics and design that get results.

Key differentiators: Budget, size, page count, caliber of project (how fancy you want it), graphics, and content.

Important considerations: Create a rough idea first before creating entire project. Make sure content is edited and approved.

Price ranges: \$1200 basic—\$3.5K average—\$7.5K+ advanced.

Price increasers: Text/content needing work, multiple edits, big changes, adding sections/graphics later.

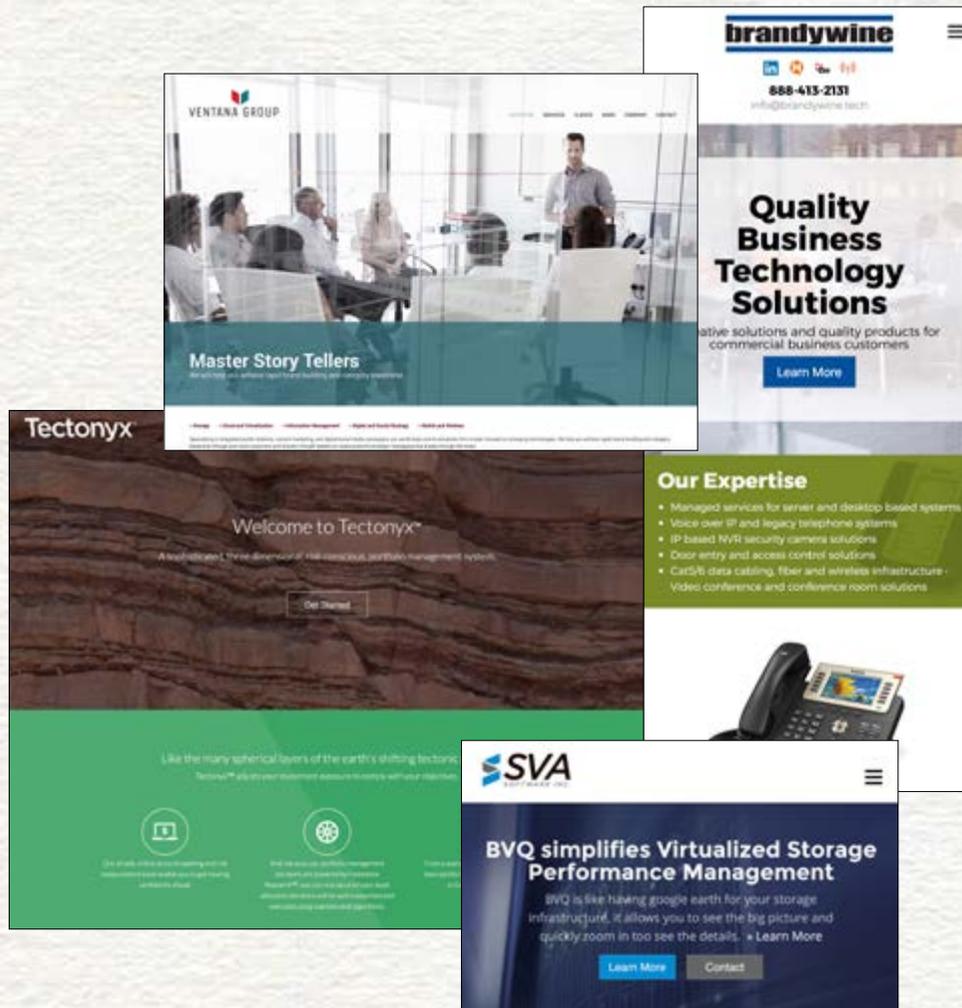
Samples: <http://www.mitchellcreativegroup.com/samples/pressamples.zip>

For more: Todd@508.494.8182
todd@mitchellcreativegroup.com
<http://www.mitchellcreativegroup.com>



Website.

Modern responsive websites that inspire.



Professionally designed, highly adaptive and functional interactive web media for both devices and desktops that help you stand out.

Key differentiators: Budget, size, page count, caliber of project (how fancy you want it), graphics, and content.

Important considerations: A website plan needs to be created, samples of what you might like, and a simple website questionnaire with key questions to help achieve success.

Price ranges: \$3.5K basic—\$7.5K average—\$20K+ advanced.

Price increasers: Content support, branding and art development, major changes later on, custom graphics. Hosting, custom domain support, SEO, analytics.

Samples: <http://mitchellcreativegroup.com/samples>

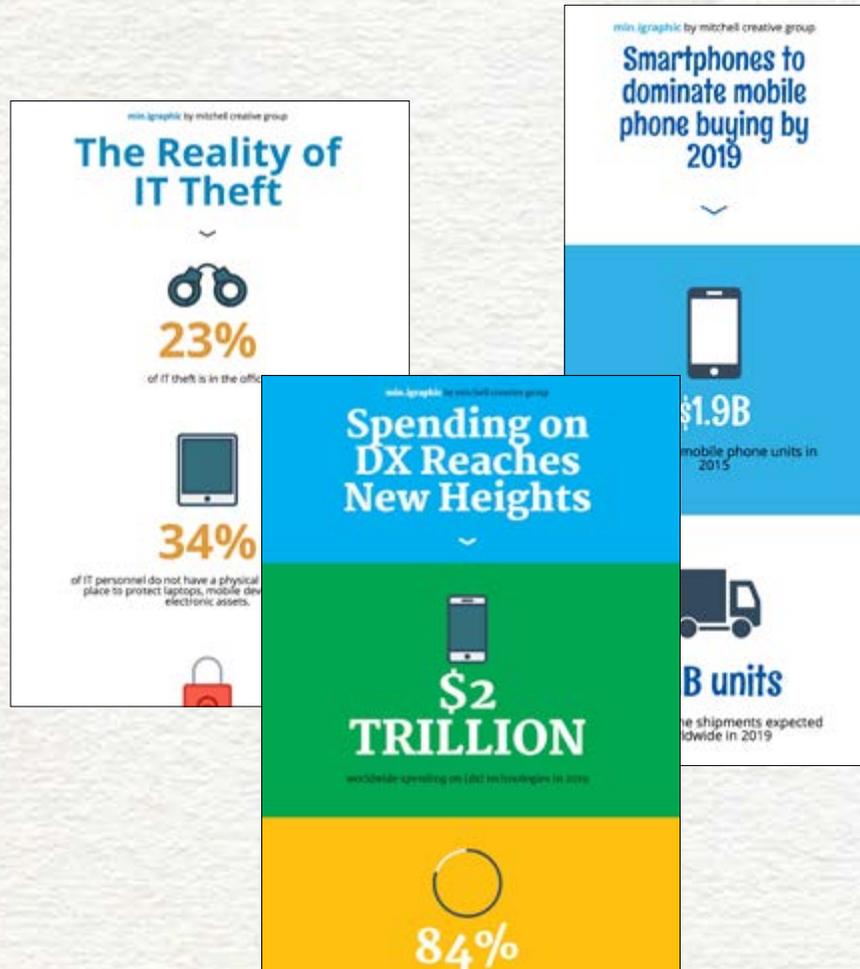
For more: Todd@508.494.8182

todd@mitchellcreativegroup.com

<http://www.mitchellcreativegroup.com>

Min.iGraphics.

Fun and simplified, fully-responsive, device-optimized infographics.



Emphasize primary data points from a traditional infographic, and delivered in a neat, fun, responsive format that are optimized for mobile, but just as engaging on all browsers on all devices.

Key differentiators: Budget, size, caliber of project (how fancy you want it), graphics, and content.

Important considerations: Keep content simple. Easy data points. Develop theme first before creating project.

Price ranges: \$1K basic—\$2K average—\$3.5K+ advanced.

Price increasers: Text/content needing work, multiple edits, big changes, adding sections/graphics. Hosting, custom domain support, SEO, analytics.

Sample: <http://www.mitchellcreativegroup.com/samples/minigraphics/2/index.html>

For more: Todd@508.494.8182
todd@mitchellcreativegroup.com
<http://www.mitchellcreativegroup.com>

iView.

Fully-responsive, modern online content application.



A very different, fun, online themed content experience and delivery application, optimized for all devices and web browsers.

Key differentiators: Budget, size, caliber of project/design (how fancy you want it), graphics, and content.

Important considerations: Design template or custom design chosen before creation, mockup or sketch, and all content peer reviewed, finalized, and approved first.

Price ranges: \$3.5 basic—\$7.5K average—\$15K+ advanced.

Price increasers: Text/content needing work, multiple edits, big changes, adding sections/graphics. Hosting, custom domain support, SEO, analytics.

Samples: <http://weblivenow.com/idc/iView/1/>
<http://weblivenow.com/idc/iView/2>
<http://weblivenow.com/idc/iView/3/>

For more: Todd@508.494.8182
todd@mitchellcreativegroup.com
<http://www.mitchellcreativegroup.com>

iBooklet.

Interactive, fully-responsive, online info-booklet.



Fun, modern, and interactive solution for all devices. Themed designs, stunning graphics, colors and fonts make it a great modern online product.

Key differentiators: Budget, size, design, caliber of project (how fancy you want it), graphics, and content.

Important considerations: Design template or custom design chosen before creation, mockup or sketch, and all content peer reviewed, finalized, and approved first. Website planning is valuable here as well...

Price ranges: \$3.5K basic—\$7.5K average—\$20K+ advanced.

Price increasers: Content support, branding and art development, major changes later on, custom graphics. Hosting, custom domain support, SEO, analytics.

Samples: <http://mitchellcreativegroup.com/samples/iBooklet/index.html>

For more: Todd@508.494.8182
todd@mitchellcreativegroup.com
<http://www.mitchellcreativegroup.com>

Animation.

Motion graphics and animated content.

Bringing colorful and lively graphics and themed textual content to stunning, imaginative life. Highly engaging, and fun to watch.

Key differentiators: Budget, size, length of time, caliber of project (how fancy you want it), custom graphics, sound, voice, and overall content.

Important considerations: Create storyboards, artwork sketches, and finalize first before creation. Establish what kind of animation is wanted, by sample or mockup. Content and story is critical and needs to be specifically created.

Price ranges: \$5K+/- basic—\$7.5K average—\$10K+ advanced.

Price increasers: Making late changes, changing graphics, multiple edits, adding sound and voice.

Samples: <http://mitchellcreativegroup.com/animationsamples>

For more: Todd@508.494.8182

todd@mitchellcreativegroup.com

<http://www.mitchellcreativegroup.com>



Video.

Blend of motion, video, music, sound, and creativity.

Bringing content, graphics, and sound to the small screen. A highly engaging audio/visual experience that stands out from the crowd.

Key differentiators: Budget, size, length of time, caliber of project (how fancy you want it), type of video, custom graphics, sound, voice, and overall content.

Important considerations: Create storyboards, artwork sketches, and finalize first before creation. Establish what kind of video is wanted, by sample or mockup. Content and story is critical and needs to be specifically created. Acquiring assets (video clips) can also be a factor.

Price ranges: \$1.5K+/- basic—\$7.5K average—\$10K+ advanced.

Price increasers: Making late changes, changing graphics, multiple edits, adding sound, voice, clips, re-renderings.

Samples: <http://mitchellcreativegroup.com/videosamples>

For more: Todd@508.494.8182

todd@mitchellcreativegroup.com

<http://www.mitchellcreativegroup.com>



Mitchell
Creative Group



Video Brochure.

Where print meets digital.



Creating the best of both worlds. An attractive printed brochure, with an embedded, highly engaging audio/visual experience.

Key differentiators: Budget, caliber of video (how fancy you want it—type, size, length, sound).

Important considerations: The design is like designing a print brochure, then merging the video/animation, so that presentation design needs to be carefully planned and created first (use animation and video guidelines).

Price ranges: \$2500 basic—\$5K average—\$10K+ advanced. Plus the cost of the final product (devices: roughly \$75/per).

Price increasers: Making late changes, changing graphics, multiple edits, adding sound, voice, clips, re-renderings.

Samples: <http://mitchellcreativegroup.com/videobrochure>

For more: Todd@508.494.8182

todd@mitchellcreativegroup.com

<http://www.mitchellcreativegroup.com>

Online Infographics.

Responsive online information graphics.



Converting an average pdf/jpeg static infographic, into an all online interactive deliverable.

Key differentiators: Budget, size, page count, caliber of project (how fancy you want it), graphics, and content.

Important considerations: A website plan needs to be created here to outline how we want the online site setup, samples of what you might like, and pre-created infographic pieces finalized, before bring into the online version.

Price ranges: \$3.5K basic—\$7.5K average—\$20K+ advanced.

Price increasers: Content support, branding and art development, major changes later on, custom graphics. Hosting, custom domain support, SEO, analytics.

Samples: <http://mitchellcreativegroup.com/onlineinfographics>

For more: Todd@508.494.8182
todd@mitchellcreativegroup.com
<http://www.mitchellcreativegroup.com>

The Pricing Curves.

The Cost Curve.

What does it cost?

\$High



Project cost will vary based on five key factors: Value, budget, quality, scale, and “extras.”

\$Low

\$1K+/-

Basic

- Not very valuable or important
- Low budget
- Nothing fancy (simple quality)
- Small project
- Not many extras
- \$500-\$1K price range example
- ▶ **LESS WORK**
- ▶ **FEW EDITS**

\$2.5K+

Valuable—but spend a little more than a low budget piece. Not enough budget for a middle solution.

\$Average

\$5K+

Standard

- Valuable, reasonable exposure
- Average/medium budget
- Good quality, important
- Average, medium in size
- A few extras to help it work well
- \$5K price range example
- ▶ **AVERAGE AMOUNT OF WORK**
- ▶ **STANDARD EDITS**

\$10K+

More valuable than average, but not quite enough budget as a high end, advanced solution.

\$20K+

Advanced

- Very valuable, high profile, important!
- Higher budget
- Excellent quality, very important
- Larger in size, more to it
- More extras, more work, more changes
- \$20K+ price range example
- ▶ **A LOT OF WORK**
- ▶ **MORE EDITS**



Value: Overall importance
Budget: How much money to invest
Quality: How much effort to invest
Scale: How big it is
Extras: Additional work required

So a project's cost is relative to the overall solution *value*, and what you're willing to *invest* in it.



Mitchell
Creative Group

(508) 494-8182 • todd@mitchellcreativegroup.com

Pricing worksheet.

Project cost will vary based on five key factors.

Value: Overall importance

Determine if the project is very important, high level, high exposure— or if it's not important at all. Just a simple project that isn't worthy of a large investment in time or cost.

Budget: How much *money* to invest

Every project requires a certain amount of time and money to create. Important ones take more time/cost, and less important projects take less time/cost. Try to determine roughly what you think you'd like to invest in the project. Remember that the money is used for creative time and talent, graphic design time, image and artwork creation, royalties and rights, sound, and more...

Quality: How much *effort* to invest

As with anything, you get out what effort you put in. If it's not very important, you don't need to invest much effort in it. But if it IS important, then you really want the right effort invested for a successful outcome. Things like rounds of edits, time spent on design, additional versions, and quality level of talent are all important here...

Scale: How big it is

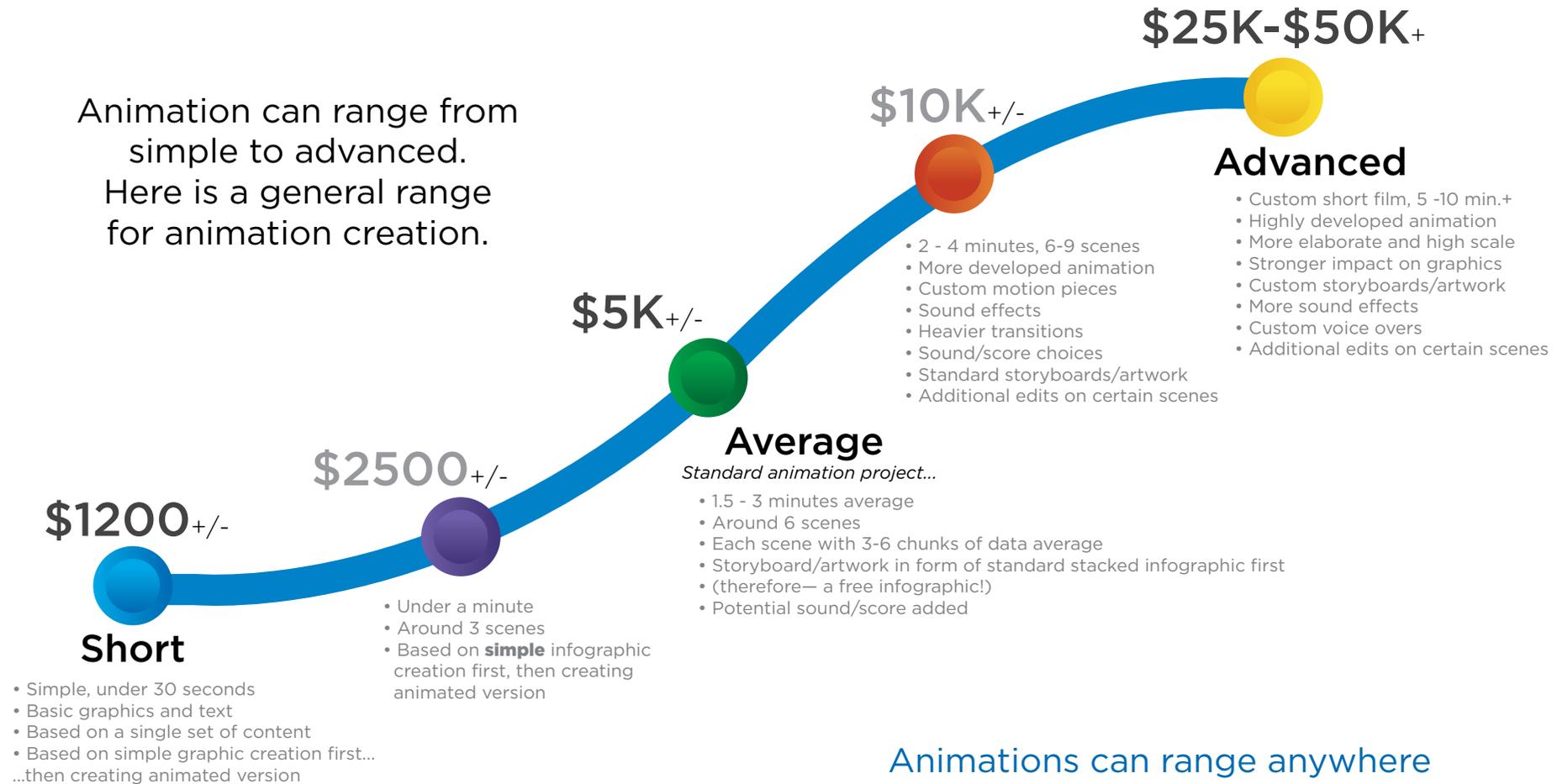
Is it going to be a big project or a simple, small project? Not just the literal 'dimension size' of the piece, but the size of the *entire job*— time spent, required team members, all the pieces, how long the pages are, how many components, etc... Look at the big list of all the project pieces when it's imagined complete, and ask— is this a BIG or small project?

Extras: Additional work required

Will the project require additional revisions and rounds of edits to perfect it— or none more than a simple, standard set of 3 rounds of simple edits? Consider also all the other add-ons, such as additional pages and artwork, SEO and analytics, photography, sound, music/scores, printing, and additional talents/third party vendors...

The Animation Cost Curve.

Animation can range from simple to advanced. Here is a general range for animation creation.

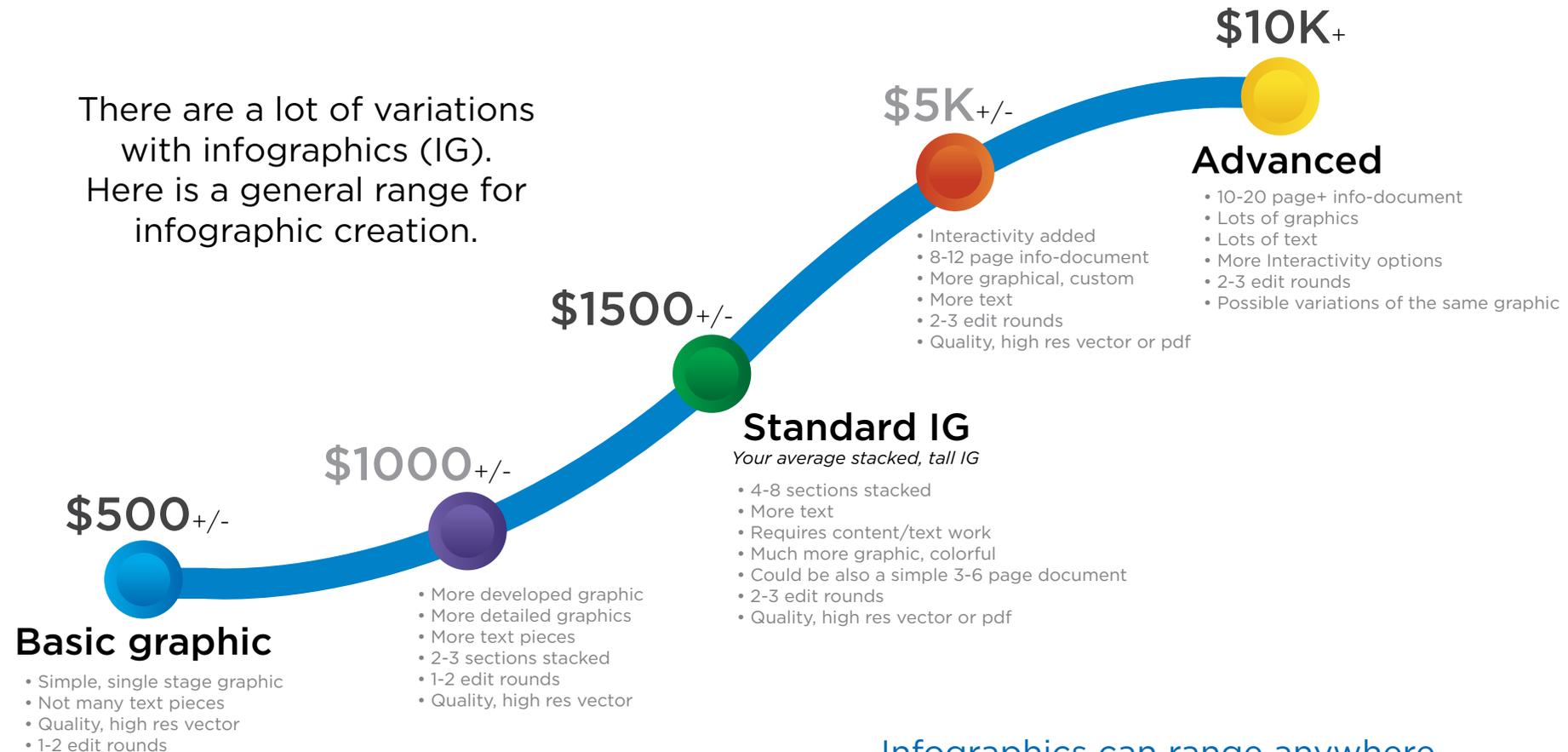


Animations can range anywhere from around \$1200 to \$25K+



The Infographic Cost Curve.

There are a lot of variations with infographics (IG). Here is a general range for infographic creation.



Infographics can range anywhere from around \$500 to \$10K+



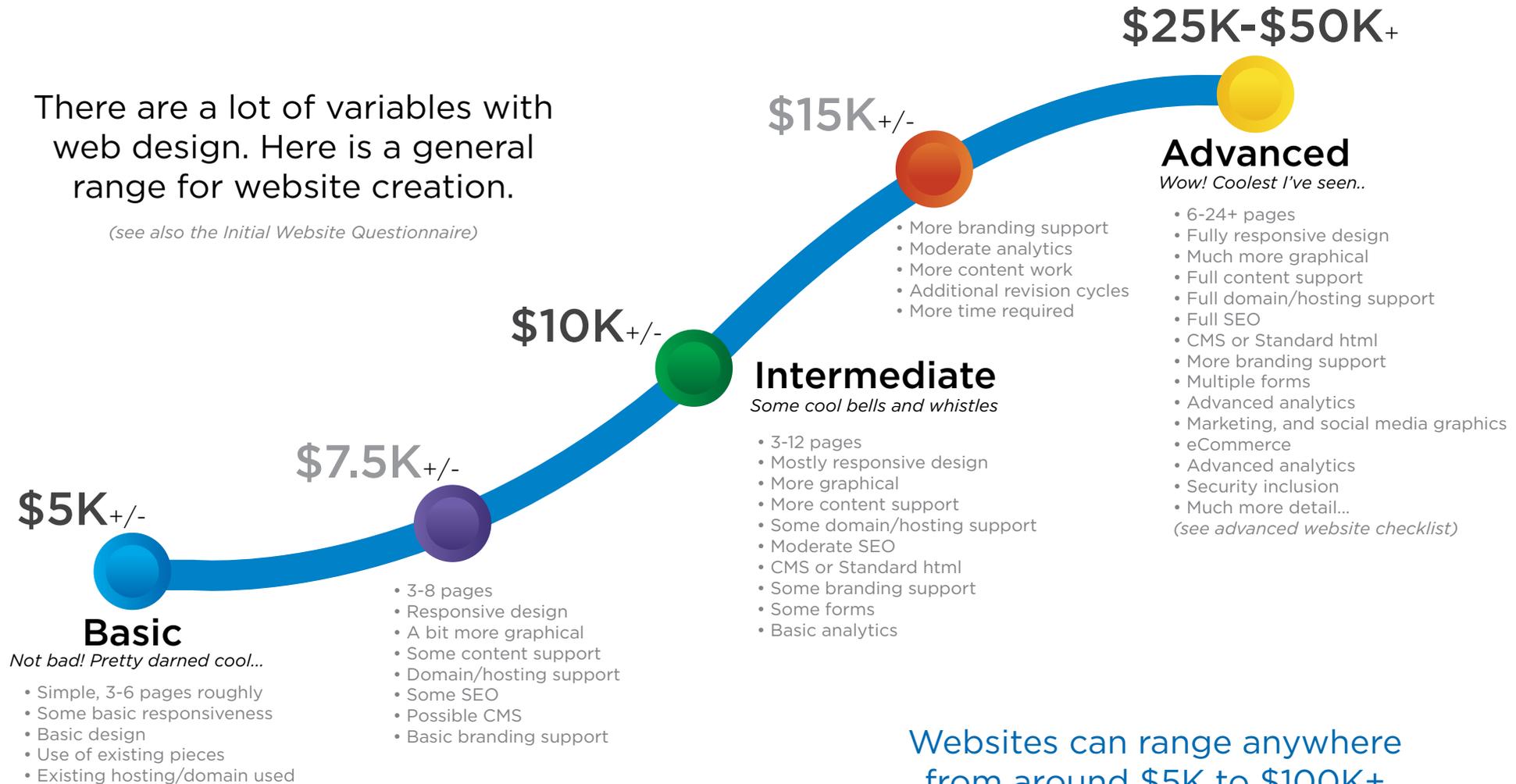
Mitchell
Creative Group

(508) 494-8182 • todd@mitchellcreativegroup.com

The Website Cost Curve.

There are a lot of variables with web design. Here is a general range for website creation.

(see also the Initial Website Questionnaire)

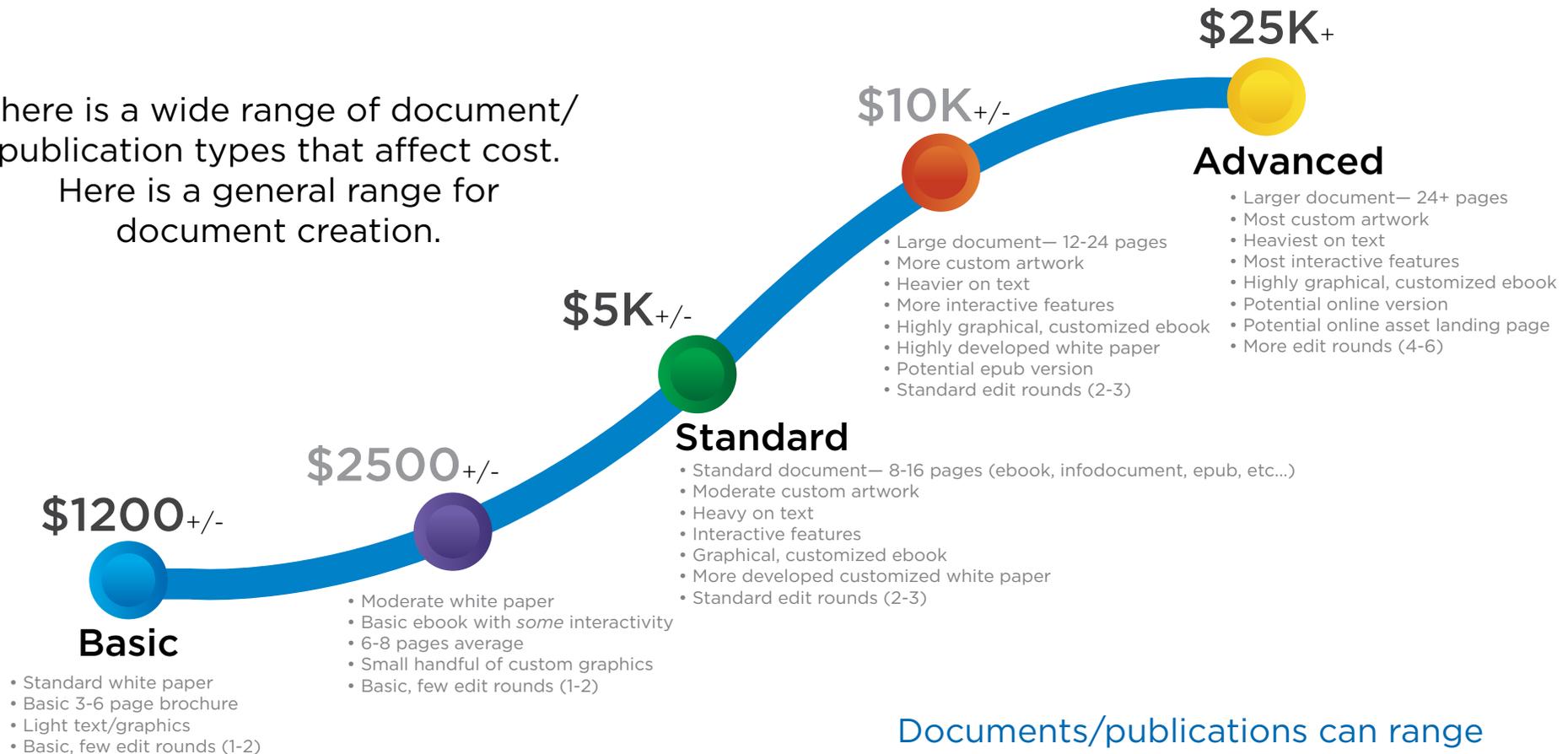


Mitchell
Creative Group

(508) 494-8182 • todd@mitchellcreativegroup.com

The Document Cost Curve.

There is a wide range of document/
publication types that affect cost.
Here is a general range for
document creation.



Documents/publications can range
anywhere from around \$1200 to \$25K+



Mitchell
Creative Group

(508) 494-8182 • todd@mitchellcreativegroup.com

Get free creative advice to help you create a successful project!

Contact me any time to help you figure out the ideal cost, the ideal project—the ideal success! Free creative coaching. Always has been, always will be.

todd@mitchellcreativegroup.com, 508.494.8182.

