

Portfolio: Advertising campaigns and related services





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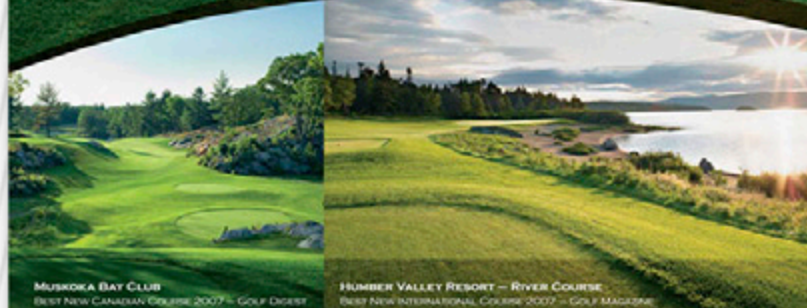
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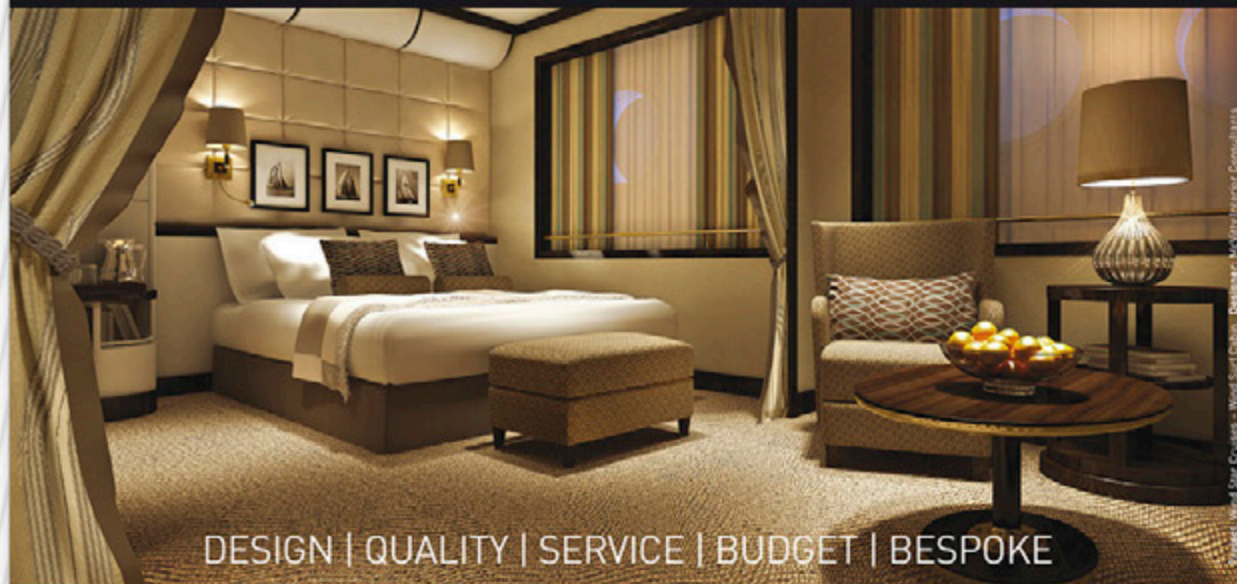
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Advertisement creation services

We offer a number of approaches to advertisement creation according your budget and requirements

Advertising and marketing campaign

Your advertisement might be one small element of an overall marketing campaign that could include repeat advertisements with various sizes and scopes, both printed and online – in addition to other marketing elements such as brochures and your website. We have many years of expertise in supporting such campaigns and can add value at every step.

Price: from £2,000, depending on scope

Requirements: Ongoing communication with our team throughout the campaign development

Advertisement conception, copywriting and design

If you don't already have a creative concept for your advertisement, we can take you through the entire creative process, gaining an understanding of your business and what you want to promote, and creating a single, finished design from scratch that accomplishes this in the most effective way possible.

Price: £880 plus cost of any image purchase

Requirements: A briefing discussion with one of our account managers

Artworking service

The lowest entry point for creating a new advertisement design is for us to provide professional artworking of your own advertisement idea. We'll require you to supply any imagery (such as photographs and logos) and text that you would like to include on your advert, and a broad description of how you would like these to be arranged on the page. From this, we'll arrange for one of our designers to prepare a draft for your final approval.

Price: £320

Requirements: Your text, photography and illustrations

Artwork review

If you have already drafted an advertisement design but would like some feedback and suggestions for how it may be improved, then we can provide an artwork review service. Send us your artwork files and we'll revert with any suggestions for change. The price will depend on the volume of work that we recommend. Should we suggest the use of new imagery then there may be additional costs associated with the purchase of that imagery.

Price range: £80 to £280

Requirements: Artwork for your existing advertisement

All of the above prices include the cost of implementing one round of your feedback. Should you require subsequent changes or alternative designs, further charges would be incurred. Your account manager will advise you of any possible cost implications in advance of beginning our work.



Publisher
Member

