



get creative.

Creative Services Menu



**Mitchell**  
Creative Group



# Creative Services Made Easy.

A simple—yet powerful, remote full-services creative agency that imagines and develops winning creative strategies, edgy material, and forward-looking ideas.

We provide fast, simple, and affordable creative services and strategies.



We've crafted a simple and powerful remote creative services hub to provide a complete range of services. Winning strategies and amazing material for industries all over the world.

Our remote and small in house team of creatives work with a robust partner network to provide every aspect of creative services you'll ever need. From strategy, advertising, marketing, and creative — to writing, printing, packaging, and publishing—online or in print. We get it done.

**Simple, practical, and inspired creative solutions. Free consulting. Free advice.**

**Free first project for qualifiers. Creative strategies and solutions—made easy.**

**Get creative. <http://www.mitchellcreativegroup.com>, [todd@mitchellcreativegroup.com](mailto:todd@mitchellcreativegroup.com), (508)494-8182.**

# About This Menu

I wanted to share with you several creative options for your content.  
Types of creative, advice on creating them, and pricing guidelines.



Explore each page, and click on samples to see and explore more about each deliverable.

Each page will show you differentiating characteristics, positives and negatives and what may affect pricing.

Please enjoy, share, and if you want to work together on any of these projects contact me any time!  
[todd@mitchellcreativegroup.com](mailto:todd@mitchellcreativegroup.com), (508) 494-8182

**The following 21 deliverables are only a small part of what's creatively possible!**

# The Menu



**Branding**



**Infographic**



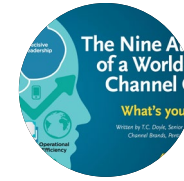
**Interactive PDF**



**InfoBrief**



**InfoDoc**



**eBook**



**eMag**



**White Paper**



**PDF Slider**



**Analyst Brief**



**Info Snapshot**



**ePub**



**Presentation**



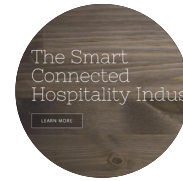
**Website**



**Min.iGraphics.**



**iView**



**iBooklet**



**Animation**



**Video**



**Video Brochure**



**Online Infographic**

[View Creative Pricing Guide](#)



# Branding.

Image IS everything



Creating the *right* look for your product or business is critical for success. Colors, fonts, text, and design all have an impact.

**Key differentiators:** Small sized product or business up through large organizations, enterprise, and global products.

**Important considerations:** Determine what level you want your product or business. Simple, or professionally high-end. Strategy includes goals, importance, timing, and budget.

**Price range:** \$250 basic logo—\$5K+

**Price increasers:** Basic logos, vs. true “branding” may also include many other components or pieces.

**Examples:** <https://www.mitchellcreativegroup.com/branding-1>

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<http://www.mitchellcreativegroup.com>

# 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.

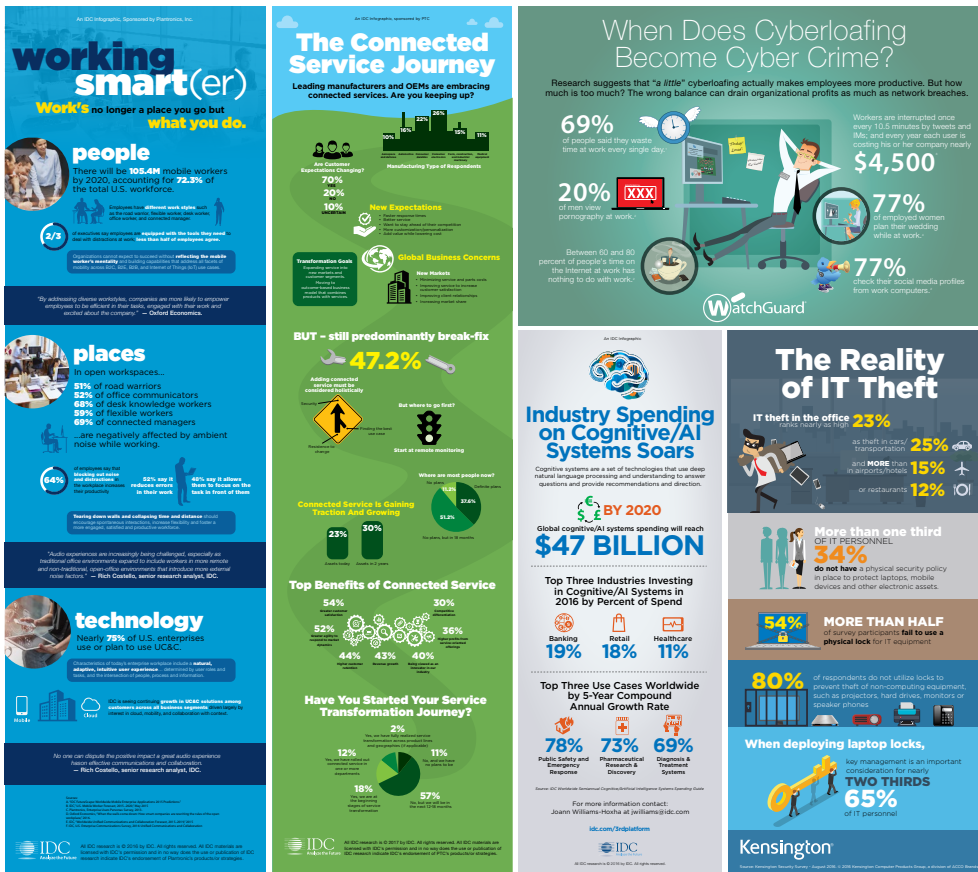
**Price increasers:** Text/content needing work, multiple edits, big changes, adding sections/graphics.

[CLICK HERE TO DOWNLOAD SAMPLES](#)

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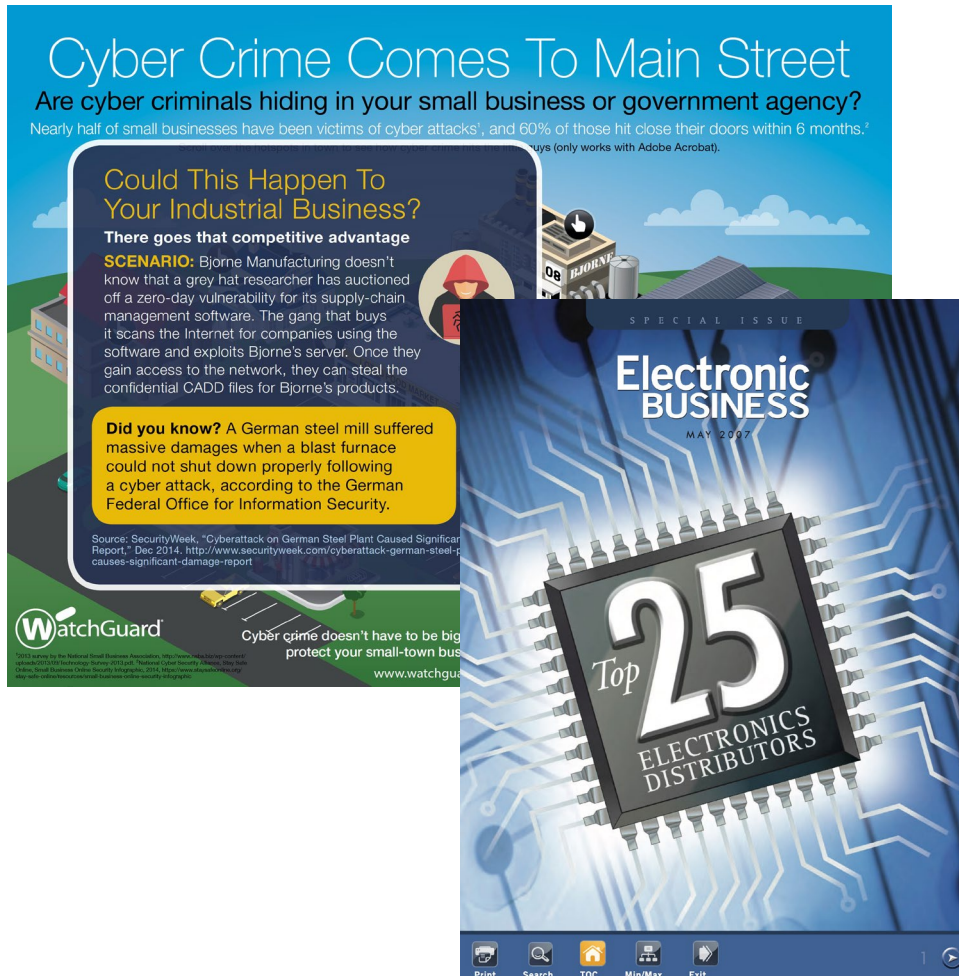
<http://www.mitchellcreativegroup.com>





# 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:** \$1200 basic—\$2500 average—\$5K+ advanced.

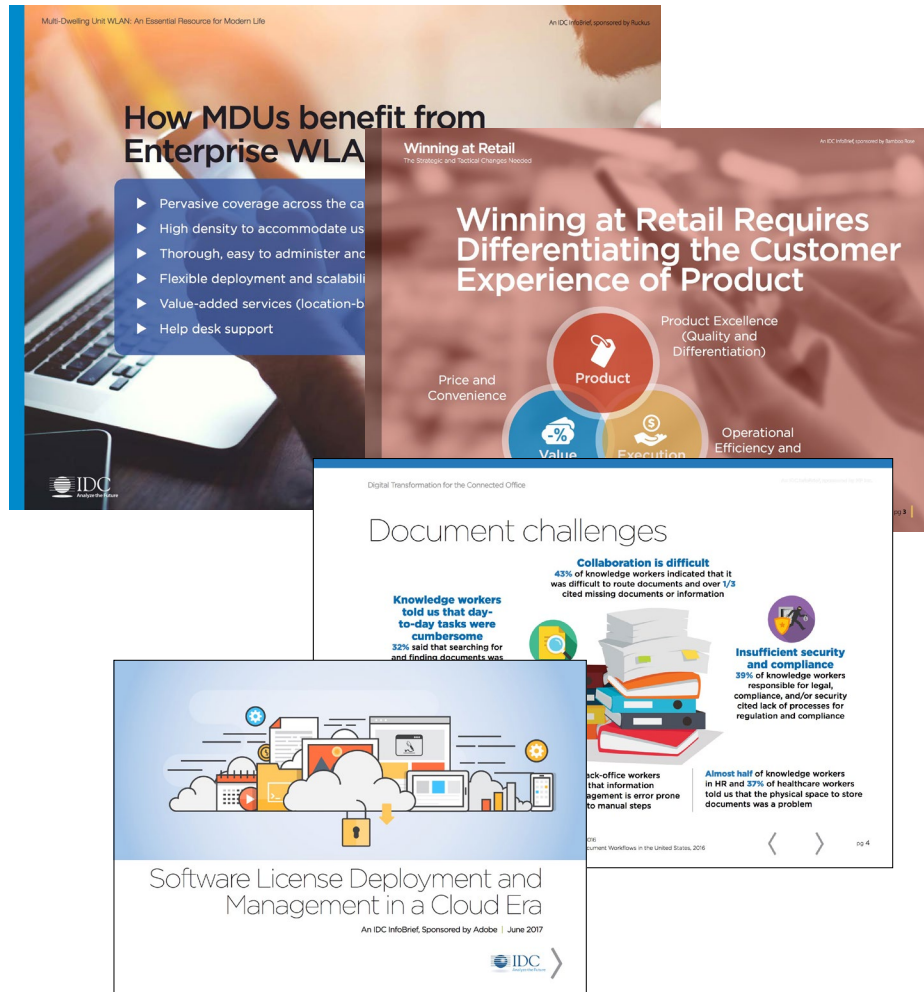
**Price increasers:** Text/content needing work, multiple edits, big changes, adding sections/graphics, changing interactives.

[CLICK HERE TO DOWNLOAD SAMPLES](#)

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# 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, number of pages, multiple edits, big changes, adding sections/graphics.

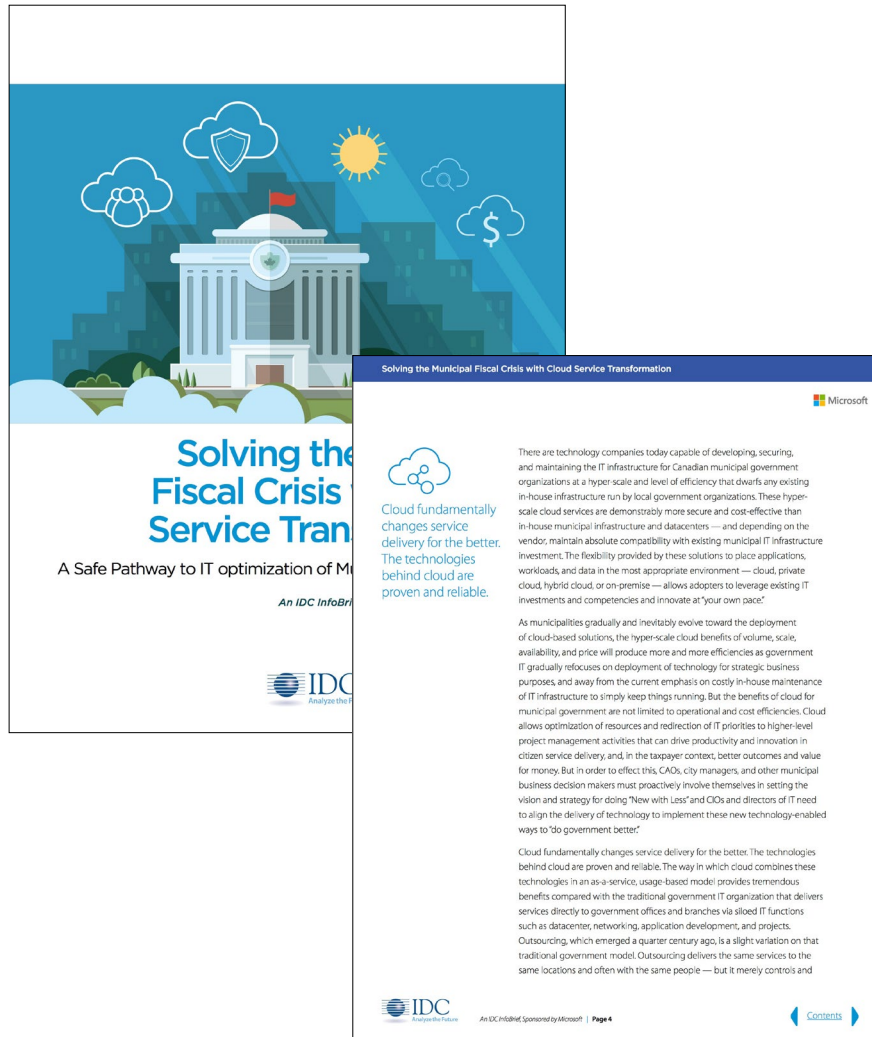
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# InfoDoc

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.

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# 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.

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# 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.

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# White Paper

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



Turning an otherwise boring and plain paper into a fun, engaging, 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 be 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.

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# 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.

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# Analyst Brief

Compelling analytical data summarized into a few pages

When white papers are too much, and infographics say too little, show the essentials in a few pages.

**Key differentiators:** Great for telling a short compelling story with a few supportive graphics.

**Important considerations:** Cut out the excessive “fluff” and only have the most important data/content.

**Price range:** \$500 (common cost)—\$1000 depends on length and graphics.

**Price increasers:** Multiple revisions, unprepared content, and numerous or elaborate custom graphics.

[CLICK HERE TO DOWNLOAD SAMPLES](#)

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**IDC ANALYST BRIEF**

## Unlocking the Transformative Power of Artificial Intelligence For Higher Education

Ritu Jyoti, Program Vice President, AI Strategies  
Sponsored by Microsoft | October 2019

**Artificial Intelligence in the Digital Era**  
Artificial intelligence (AI) is at the heart of digital disruption across nearly every industry. By 2019, 42% of digital transformation (DX) initiatives will be supported by AI capabilities, providing timely critical insights, richer and immersive user experiences and driving improved outcomes. AI will be a true differentiator. The organizations that have mastered it will take off, those that haven't will dwindle.

IDC forecasts that global AI spending will reach \$97.9 billion by 2023. According to IDC's AI Global Survey conducted in May 2019, the top five business drivers to adopt AI in the education sector include, improvement in efficiency, better student engagement, higher

Artificial intelligence is poised to transform higher education and drive superior student outcomes through customizable and inclusive approaches to learning, productive learning teaching behavior and increased institutional effectiveness.

**FIGURE ONE: Top 5 Drivers to Adopt AI in the Education Sector**

Driver	Percentage
Improve Efficiency	49%
Better Student Engagement	42%
Higher Quality of Education	40%
Cost Savings	30%
Other	7%

**IDC ANALYST BRIEF**

## How Core HR and Payroll Drive Positive Workforce Experiences

Lisa Rowen, Research Vice President, HR, Talent, and Learning Strategies  
Sponsored by SAP SuccessFactors | September 2019

**Risks involved in providing an inferior employee experience for core HR and payroll**  
Core HR and payroll are the HCM functions of top importance when it comes to employee experience. If there's one thing that employees count on, it is that their pay accurately reflects the time and effort they put into their jobs. One bad paycheck can mean the loss of a valued employee. But the employee experience doesn't stop at paycheck accuracy. Employees also need to be sure that their vacation and sick time accruals and balances are up to date. Employees also count on having ready and easy access to all the information pertaining to their employment. These factors together contribute to employee trust in their employer.

Many HR organizations find themselves with older core human capital management systems that are difficult to modernize to meet digital transformation goals. Upgrading these systems will be key to delivering an increasingly important total workforce experience.

**FIGURE ONE: Reason for Changing Core HR, 2017 Versus 2018**

Reason	2017 (%)	2018 (%)
Modernize Technology	37	30
Features	14	13
High Cost	9	10
Integration	16	21
Vendor Service	3	34

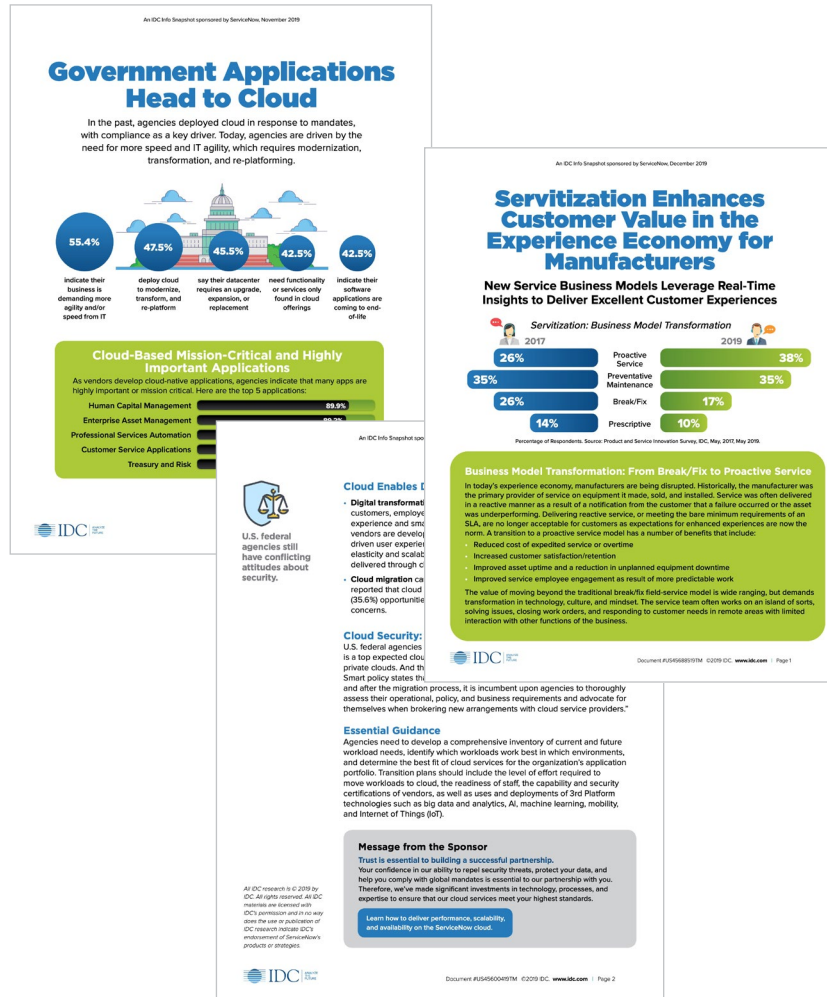
**IDC ANALYST BRIEF**

## How Leaders in the Education Sector Address Challenges

According to IDC research, the top AI adoption challenges for the education sector range from a lack of an AI strategy, to a lack of thought leadership/leadership commitment to invest in AI, to a lack of skills, resources and continuous learning programs. Data readiness for AI is

# Info Snapshot

## Combining key text points with infographical visuals



One solid, compelling page of text covering key points, and colorful infographical data makes for an easy, engaging read. A 2-page, bite-size paper.

**Key differentiators:** This is a neat, fun to read, and 'bite-sized' content document designed to be very efficient and effective.

**Important considerations:** Keeping text very simple and graphic data that is easily digested and understood.

**Price range:** \$500 standard cost—\$750 for more advanced.

**Price increasers:** Multiple edits, unrefined content, sophisticated graphics.

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# 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.

[CLICK HERE TO DOWNLOAD SAMPLES](#)

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<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.

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**The importance of backup, and the cloud**  
Users understand the importance of backing up files but the majority do not use cloud as a backup source. A hybrid backup plan is vital today.

Challenges to cloud storage include security, trust, data privacy, and service.

Backup approaches in use

- 17% Challenges to cloud storage include security, trust, data privacy, and service.
- 55%
- 21%
- 32%

48% Of companies with MORE than 10 employees back up data to the cloud.

29% Of companies with LESS than 10 employees back up data in the cloud.

**CHALLENGE + OPPORTUNITY**

**Finding the Elixir in Capturing Data Protection Buyers**

**Case Study: Global Technology Leader**

Global technology leader that operates in more than 170 countries around the world

**Situation / Requirements**

- Globally integrated campaign strategy and management
- Sophisticated segmentation strategies and capabilities
- Global lead management

**Solution**

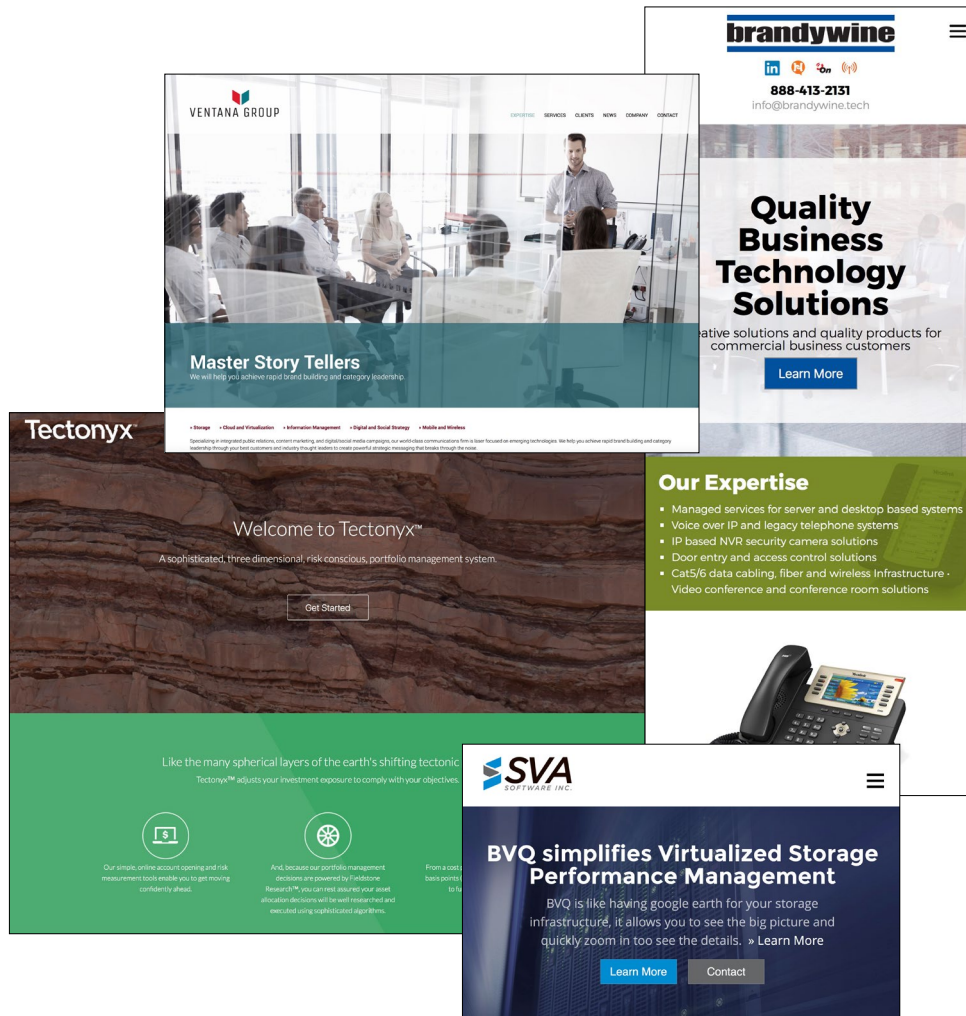
- Single marketing data mart to drive segmentation
- Clean, validate, append data
- Customer intelligence for advanced segmentation
- Use Eloqua to execute campaigns

**Results**

- 400 campaigns per quarter
- Dramatic increase in targetable contacts for campaigns
- 400,000 new leads
- 400% increase in lead to opportunity conversion
- Reduced processing cost per lead from \$1.10 to \$0.08

# 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:** [CLICK HERE TO SEE SAMPLES](#)

**For more:** Todd@508.494.8182

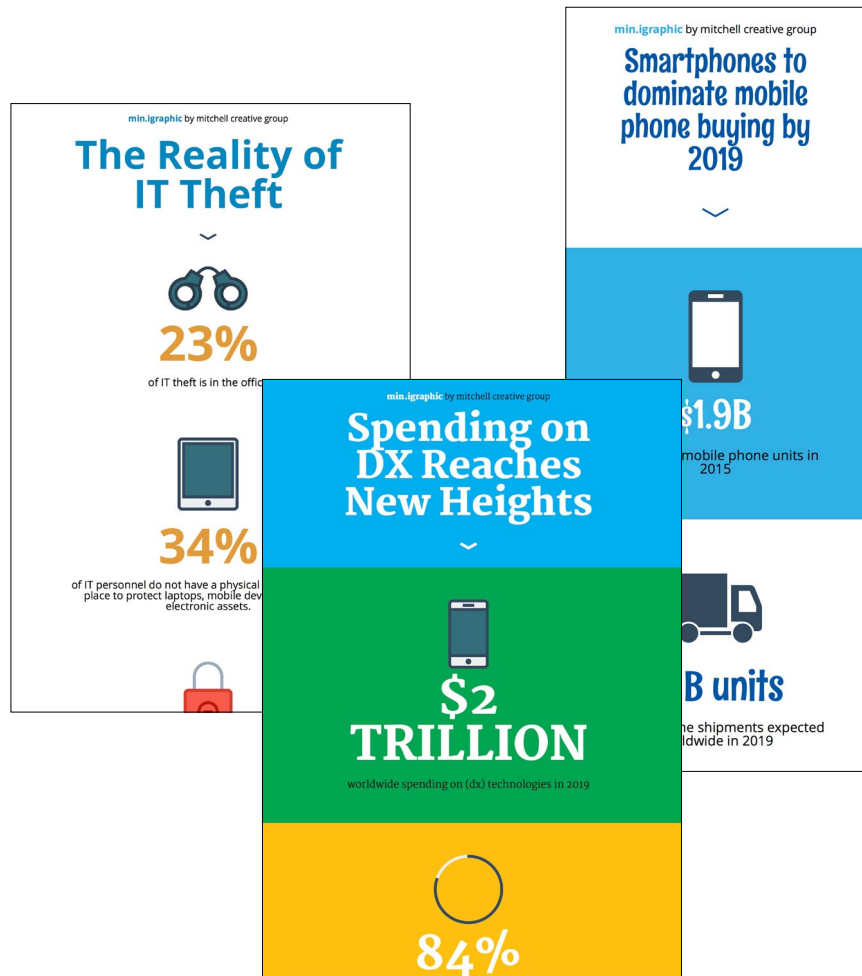
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# Min.iGraphics

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.

**Samples:** [CLICK HERE TO SEE SAMPLES](#) (bottom of page)

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# 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:** [CLICK HERE TO SEE SAMPLES](#) (bottom of page)

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# 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:** [CLICK HERE TO SEE SAMPLES](#) (bottom of page)

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# 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:** <https://www.mitchellcreativegroup.com/blog/2020/4/17/the-art-of-animation>

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# 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:** <https://www.mitchellcreativegroup.com/video-and-media>

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# 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:** \$5K—\$10K+ Plus the cost of the final product (devices: roughly \$100/per).

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

**Sample:** [https://www.youtube.com/watch?v=VPe62\\_nwfPs&feature=youtu.be](https://www.youtube.com/watch?v=VPe62_nwfPs&feature=youtu.be)

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# 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:** <https://www.mitchellcreativegroup.com/online-data-visualization>

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# Creative Pricing Guide

# 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 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**

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

\$2.5K+

\$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.



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

\$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**

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

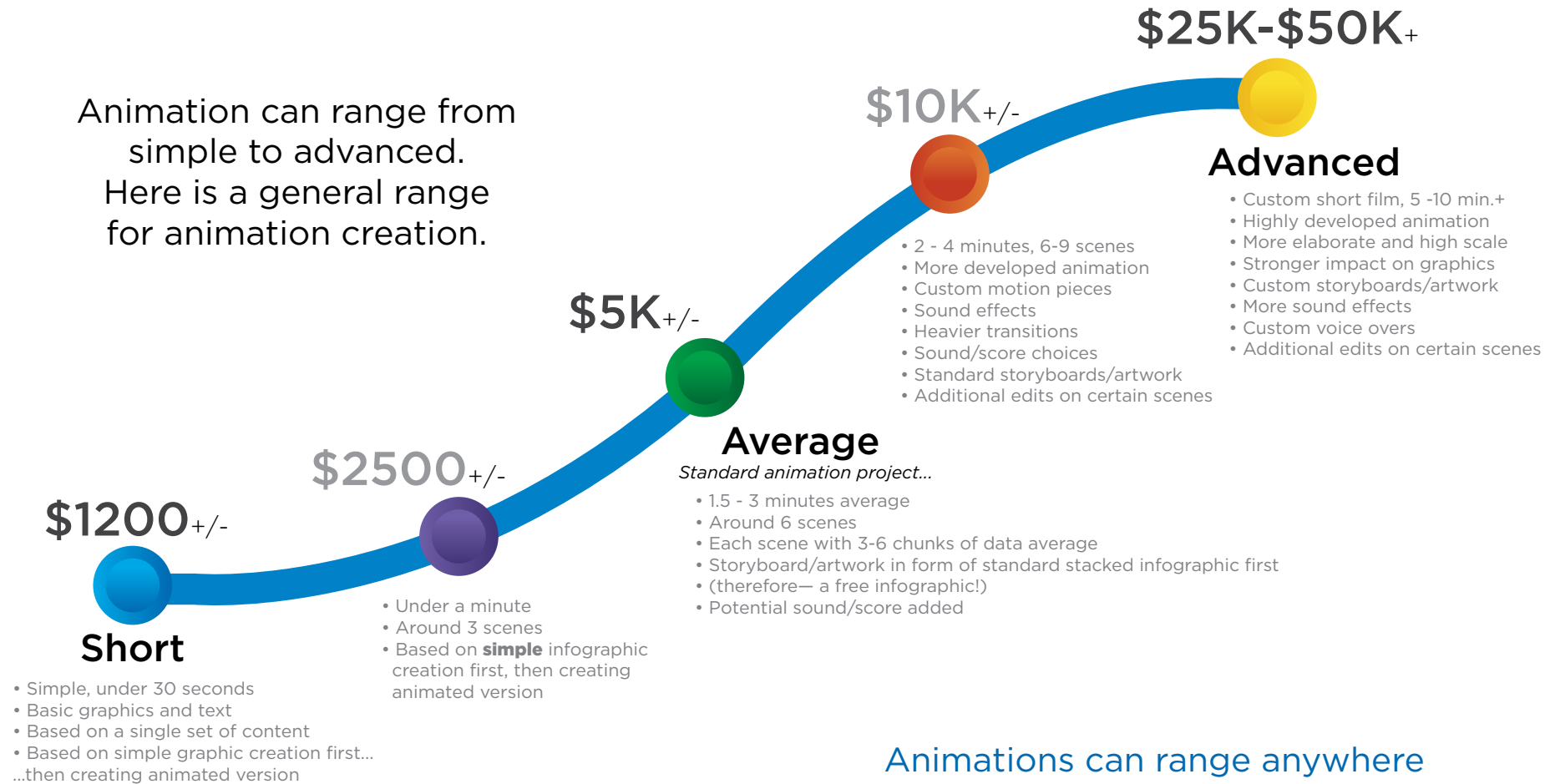


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# The Animation Cost Curve.

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

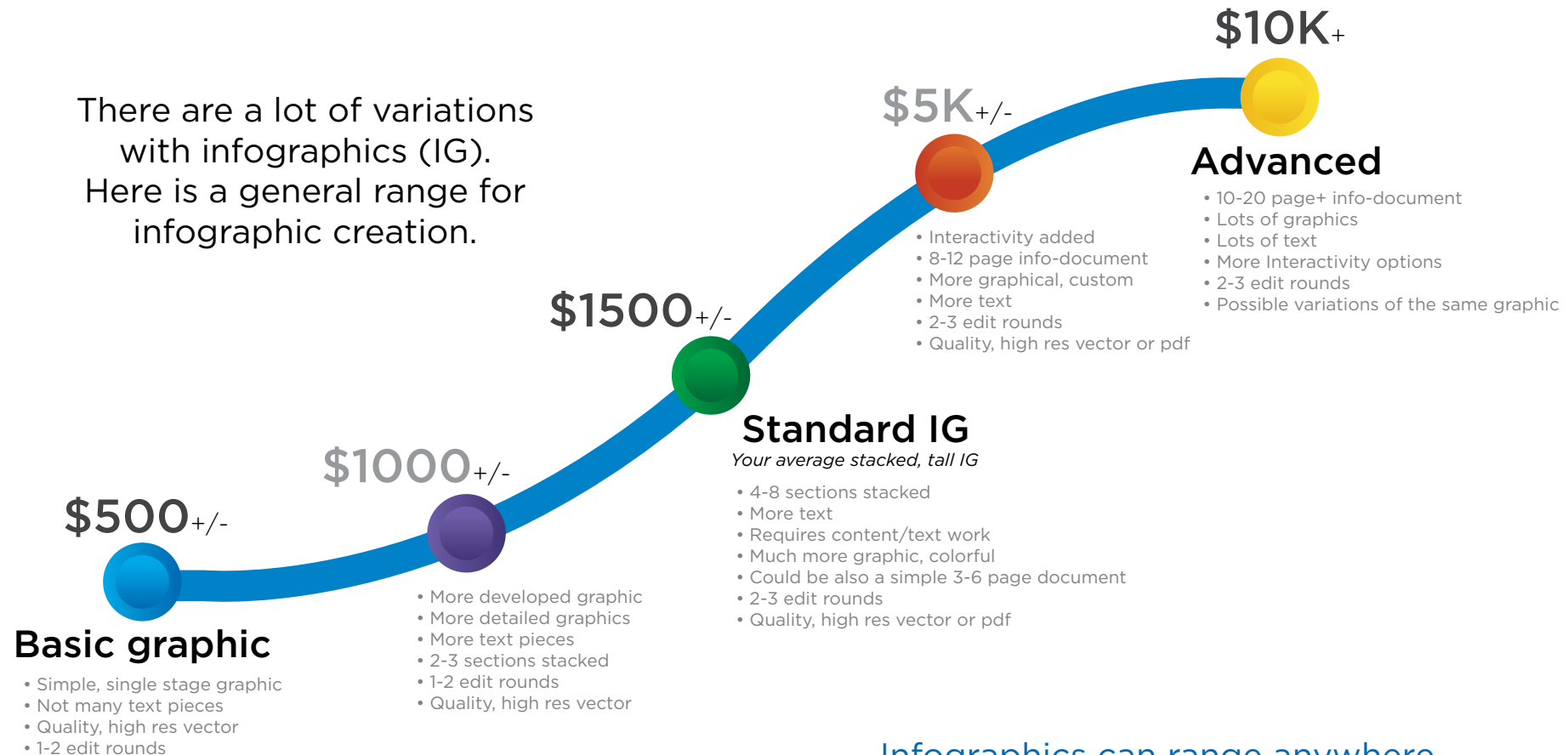


Animations can range anywhere from around \$1200 to \$25K+



# 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+



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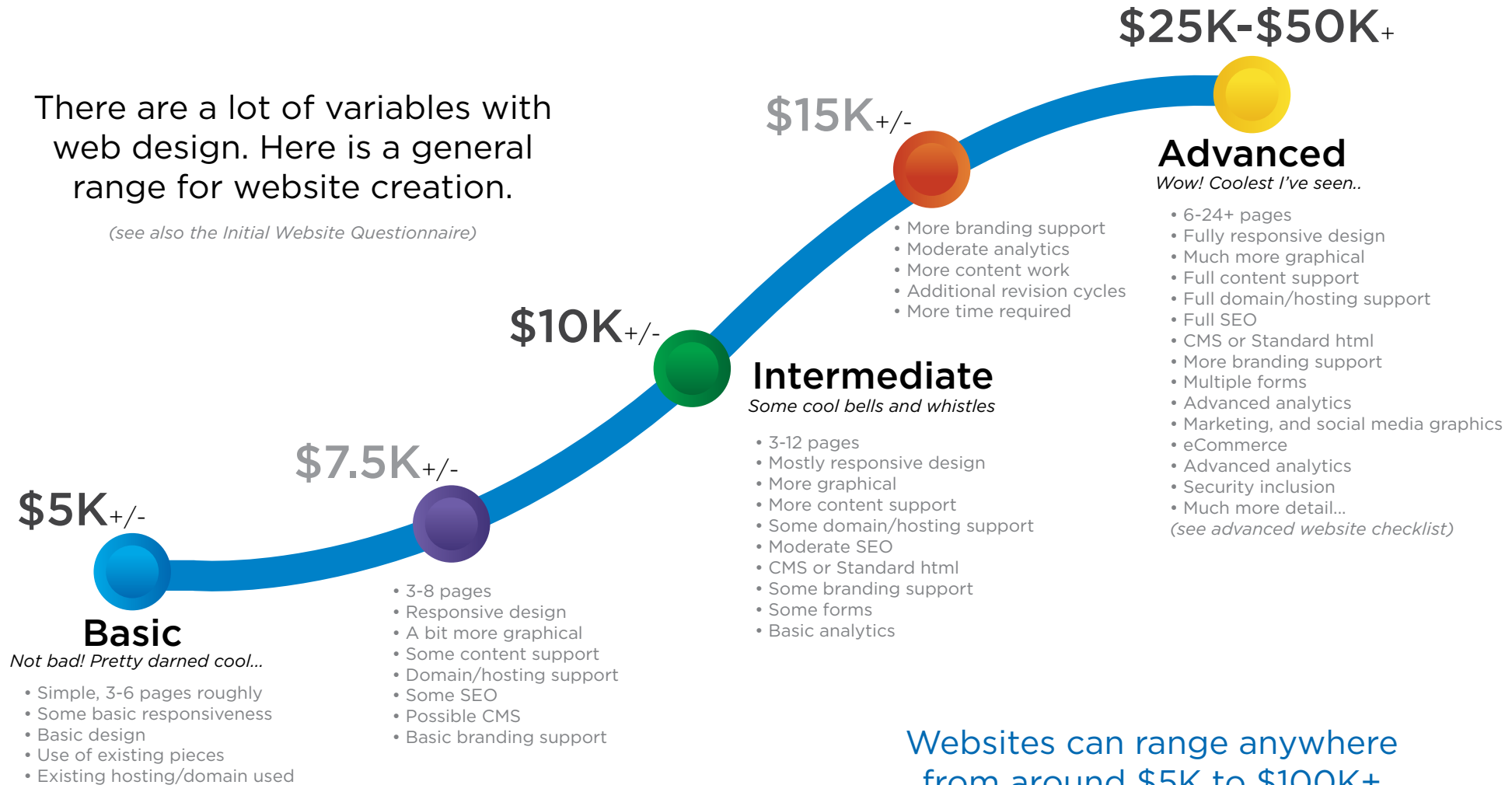
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# The Website Cost Curve.

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

*(see also the Initial Website Questionnaire)*

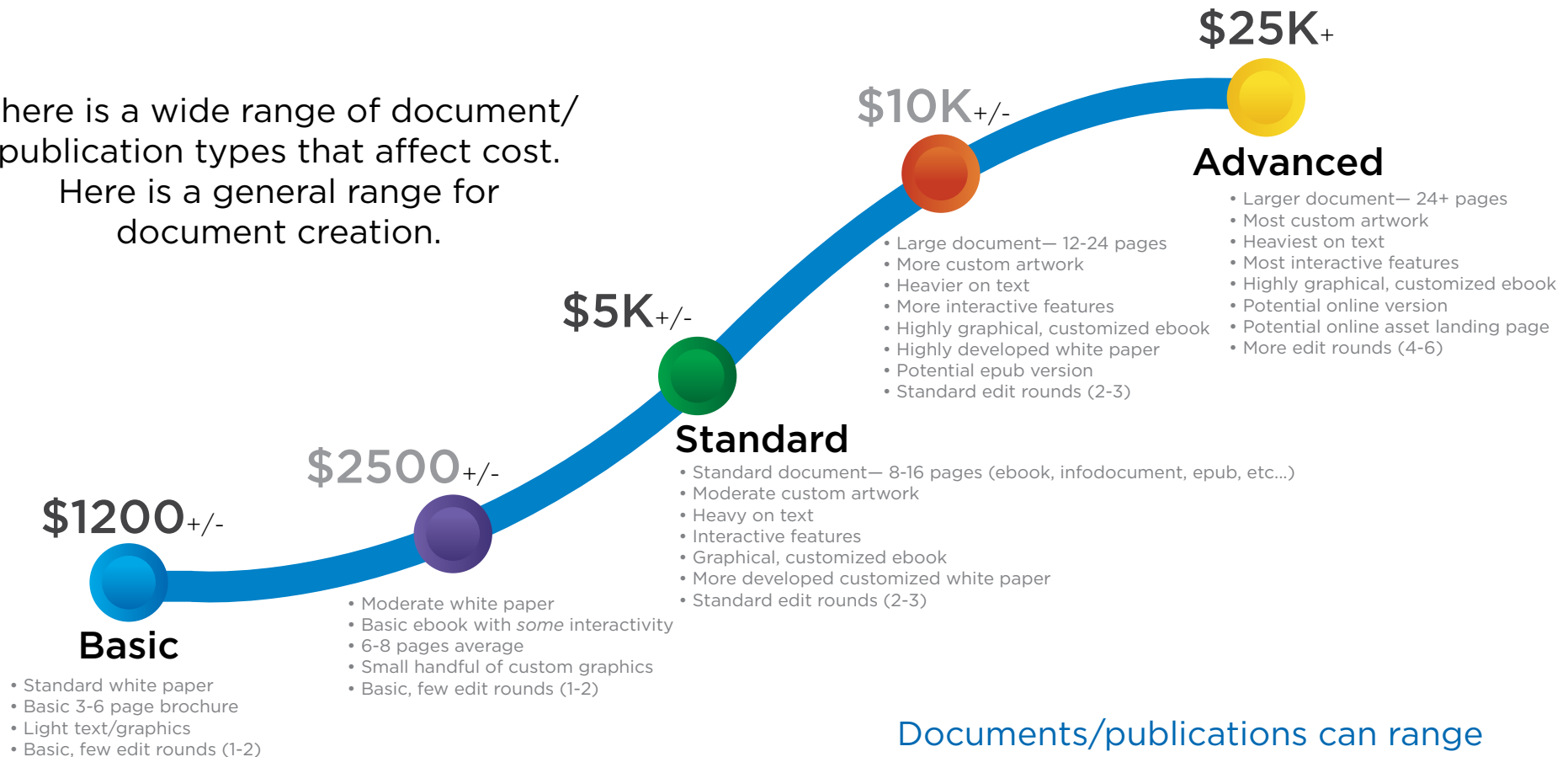


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# The Document Cost Curve.

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+



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# Menu Pricing Guide Overview

	<b>Basic</b>	<b>Average</b>	<b>Advanced</b>	
Branding	\$250-\$500+	\$2500+	\$5K+	Page 5
Infographic	\$500+	\$1500+	\$2K+	Page 6
Interactive PDF	\$1200+/-	\$2500+	\$5K+	Page 7
InfoBrief	\$2500+/-	\$5K+	\$10K+	Page 8
InfoDoc	\$2500+/-	\$5K+	\$10K+	Page 9
eBook	\$2500+/-	\$5K+	\$10K+	Page 10
eMag	\$1500+/-	\$2.5K+	\$5K+	Page 11
White Paper	\$1200+/-	\$3K+	\$5K+	Page 12
PDF Slider	\$1200+/-	\$2K+	\$5K+	Page 13
Analyst Brief	\$500 +/-	\$500	\$1000	Page 14
Info Snapshot	\$500 +/-	\$500	\$750	Page 15
ePub	\$5K+/-	\$10K+	\$20K+	Page 16
Presentation	\$1200+/-	\$3.5K+	\$7.5K+	Page 17
Website	\$3.5K+/-	\$7.5K+	\$20K+	Page 18
Min.igraphics	\$1K+	\$2K+	\$3.5K+	Page 19
iView	\$3.5+	\$7.5K+	\$15K+	Page 20
iBooklet	\$3.5K+	\$7.5K+	\$20K+	Page 21
Animation	\$5K+/-	\$7.5K+	\$10K+	Page 22
Video	\$1.5K+/-	\$7.5K+	\$10K+	Page 23
Video Brochure	\$5K+	\$5K+	\$10K+	Page 24
Online Infographics	\$3.5K+/-	\$7.5K+	\$20K+	Page 25
Pricing guidelines				Page 26

\* Plus additional printing costs if printed

\*\* Plus device cost: roughly \$125/per.



## **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.

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