

## GUIDE TO PRICING – SPRAGUE GIBBONS

PDFs and website design				
NO. OF PAGES	PDF	Interactive PDF	Adapt for print	Property Website
	Bespoke design PDF brochure to include internal and external photos, aerial map, floor plan, location map Approved / useable copy, photos, maps all supplied by client. Includes 3 sets of amendments (A4 size page) (NB copywriting, image retouching etc to be quoted as <b>extra</b> )	Create iPDF including these interactive elements: Menu-driven navigation Links to emails/websites Interactive functionality on major occupiers list on map or local amenities on aerial photos	To take approved PDF or iPDF and adapt design to create artwork for printed brochure (NB Print cost to be quoted as <b>extra</b> )	To take approved PDF design and adapt to create a website. Websites are ideal as they are easy to update, and fully responsive on mobile devices. They also offer valuable analytics. (NB hosting and domain costs to be quoted as <b>extra</b> )
10pp	£2200	£3100	£375	£3250
8pp	£2000	£2800	£350	£3000
6pp	£1800	£2500	£325	£2750
4pp	£1600	£2200	£300	£2500
2pp	£1400	£1900	£275	£2250
Other artwork based on existing PDF / website design themes				
ITEM	Description			
Signboard artwork	Creating signboard design, producing artwork and supply as PDF to signmaker	£350/400		<i>We are happy to do copywriting and copy editing – please ask for a quote</i>
Artwork for full page / A4 ad	Creating design, artwork and supply as PDF	£350/400		
Other items				
ITEM	Description			
Photography	Building, aerial, masthead or environmental / lifestyle photography	£450/half day		<i>Please ask us about video creation, 360* and CGI virtual tours, digital / social marketing, PR, advertising, media buying and more.</i>
Building name and identity	Concept and logo designs	£500 (initial work)		

This list of prices is provided as a GUIDE, and does not substitute a formal estimate for a specific brief. Please note what is included in each price, and what would be charged as extra. Please note also that the cost provided for creating artwork for print and website costs cannot be quoted separately from the PDF costs – they are conditional on the PDF having been created first. Please contact Sarah Asprey, Nigel Hodges or Pussa Skarbek for a specific cost for anything not on this list or 01179330956 or 0117 9566777.

All costs are exclusive of VAT.