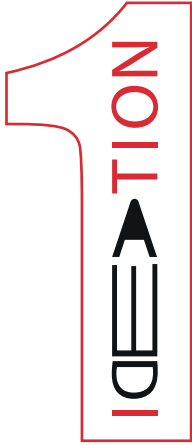


ATL/BTL

Creatives



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www.1ideation.com

Websites

Branding



RATE CARD

2023 - 24

Digital Marketing

Corporate Identity

TVC



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INDEX

S.NO.	PACKAGES	PAGE NO.
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2	BRAND IDENTITY STANDARD PACKAGE	1
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4	PHOTOGRAPHY / VIDEOGRAPHY	5
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6	BASIC WEBSITE TARRIF	7

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1 BRAND NAME PACKAGE

BASIC	STANDARD	PLATINUM	DIAMOND
5 Options	10 Options	15 Options	20 Options
Rs. 10,000/-	Rs. 15,000/-	Rs. 20,000/-	Rs. 25,000/-

2 BRAND IDENTITY STANDARD PACKAGE

Towards Brand Identity Basic Package Concepts | Creativity | Design Strategy

I	Brand Identity (Logo) on par with Global standards
II	Brand Stationary Designs Business card Letterhead Envelope
III	Brand Identity Descriptions Philosophy of logo Color codes Logo's Mockup's Format Logo Usage Guidelines
IV	CD of Final files will be delivered in CDR JPEG EPS PDF PNG Formats.

BASIC TARIFF

Rs. 25,000/-



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S.No.	SPECIFICATION	STANDARD	PLATINUM	DIAMOND
1	BRAND IDENTITY CONTENTS			
	Philosophy of Logo Design	✓	✓	✓
	Color codes with different combination	✓	✓	✓
	Logo & Stationar Mock Up	✓	✓	✓
	Logo usage Guidelines	✓	✓	✓
	CD Containing the files with Different formats	✓	✓	✓
2	STATIONARY CREATIVES			
	Business card	✓	✓	✓
	Envelope	✓	✓	✓
	A4 Envelope	✗	✓	✓
	Stamp	✓	✓	✓
	letterhead	✓	✓	✓
	Identity card	✓	✓	✓
	Folder	✗	✓	✓
	Mug	✗	✓	✓
	T-shirt	✗	✓	✓
	Helmet / Caps	✗	✓	✓
	Badges/tapes	✗	✗	✓
	Bags	✗	✗	✓
	Price tags	✗	✗	✓
	Cardboard box	✗	✗	✓
	Diary Template	✗	✓	✓
	Calender	✗	✗	✓
	Wall clock	✗	✗	✓

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S.No.	SPECIFICATION	STANDARD	PLATINUM	DIAMOND
3	BRAND IDENTITY CONTENTS			✓
	Brand Presentation Template	✗	✗	✓
	Email Template	✗	✓	✓
	Quotation Template	✗	✗	✓
	Product / Service Email template	✗	✓	✓
	CD Containing the files with Different formats	✗	✓	✓
4	SOCIAL MEDIA ASSISTANCE			✓
	Facebook Twitter Google + Instagram Pinterest	✗	✗	✓
	WORK TENURE	7 DAYS	15 DAYS	20 DAYS
	PRICING	Rs. 35,000	Rs. 50,000	Rs. 75,000



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3 CREATIVE'S TARIFF

SPECIFICATION	PRICING
BROCHURE DESIGN TARIFF	
Brochure Design 4 Pages (A5 & A4)	Rs. 12,000
Brochure Design 8 Pages (A5 & A4)	Rs. 20,000
Additional Pages (Per Page)	Rs. 2,500
FLYER / LEAFLET DESIGN TARIFF	
Single Side (A5 & A4)	Rs. 5,000
Double Side (A5 & A4)	Rs. 10,000
PRODUCT CATALOGUE / MANUAL DESIGN TARIFF	
Catalogue Up to 10 Pages (A5 & A4)	Rs. 25,000
Additional Pages (Per Page)	Rs. 1,500
PRODUCT PACKAGING CREATIVE	
Master Packaging Theme	Rs. 35,000
Adaption	Rs. 10,000
INFOGRAPHIC EXPLAINERS	
An effective tool to understand Concepts, Subjects easily	Rs. 2,500

“**CREATIVITY**
is Intelligence
Having Fun”
- ALBERT EINSTEIN



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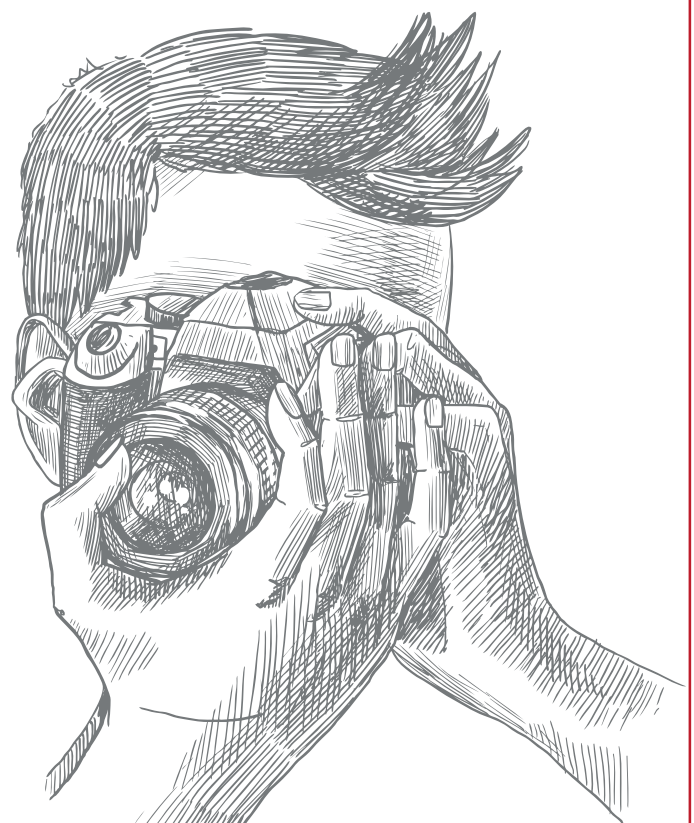


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4 PHOTOGRAPHY / VIDEOGRAPHY

SPECIFICATION	PRICING
CORPORATE FILM <ul style="list-style-type: none">• Objectives for the Brand & it's Value• About The Products / Service• Market Presence / Accolades• Interview of Key People	Rs. 5,00,000
PRODUCT / SERVICE EXPLAINER VIDEOS <p>Explainer of Products or Service with 2D wit Background music & Voiceover with up to 60 Sec Animation</p>	Rs. 75,000
PRODUCT CATALOGUE / MANUAL DESIGN TARIFF <p>Television Commercial - Basic Starts From</p>	3.5 lakhs

“ **CREATIVITY**
is just connecting
things ”
- STEVE JOBS



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5 OTHER CREATIVE'S TARIFF

SPECIFICATION	PRICING	ADAPTION
Press Advertisement (Full Page Ad)	Rs. 25,000	Rs. 10,000
Press Advertisement (Half Page Ad)	Rs. 20,000	Rs. 8,000
Press Advertisement (Quarter Page)	Rs. 15,000	Rs. 7,000
Magazine (Full Page)	Rs. 15,000	Rs. 10,000
Magazine (Half Page)	Rs. 10,000	Rs. 7,000
Hoarding & Banner Charges	Rs. 20,000	Rs. 10,000
Poster Charges (A3 & A4)	Rs. 15,000	Rs. 10,000
Standee Design (3X6 & 2X5)	Rs. 10,000	Rs. 7,000
Dangler (A4 Size)	Rs. 5,000	Rs. 3,000
Price Tag & Name Tag	Rs. 3,000	Rs. 2,000
Bus Back Panel	Rs. 10,000	Rs. 7,000
Sign Board, Name Board, & Tent Card	Rs. 10,000	Rs. 7,000
Folder Design (A4 size 4 side)	Rs. 10,000	Rs. 6,000
Coupon Design	Rs. 5,000	Rs. 2,500
Desk Calendar (Per Side)	Rs. 3,000	Rs. 2,000
Wall Calendar (Per Side)	Rs. 6,000	Rs. 10,000
Writing Pad Cover Design	Rs. 5,000	Rs. 3,000
Conference Sticker Design	Rs. 5,000	Rs. 3,000
Conference Slogan Design	Rs. 10,000	Rs. 6,000
Conference Emblem Design	Rs. 10,000	Rs. 6,000
Book Cover Design (A4 & A5)	Rs. 10,000	Rs. 6,000
Certificate (A4 & A5)	Rs. 10,000	Rs. 6,000
Sales Aid Explainer (Per Side)	Rs. 10,000	Rs. 6,000

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6 BASIC WEBSITE TARRIF

Towards Basic Website Package Concepts Creativity Design Strategy	
I	Number of Pages 5
II	Mobile, Tablet & Desktop Compatibility
III	Sector / Global Standards
IV	User Friendly Navigations
V	Lead Generation Forms
VI	Social Media Links
BASIC TARIFF	
Rs. 25,000/-	

*Note: content to be provided from Client End

“ **CREATIVE**
without strategy is called
art creative with strategy is
caled advertising ”
- Jef Richards



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S.No.	SPECIFICATION	STANDARD	PLATINUM	DIAMOND
1	Number of Pages	up to 10	up to 15	up to 30
2	Sector / Global Standards	✓	✓	✓
3	Mobile / Tablet / Desktop Compatability	✓	✓	✓
4	User Friendly Navigation	✓	✓	✓
5	Unique Home Page	✓	✓	✓
6	Unique Design Layout	✓	✓	✓
7	Content Writing (Basic content to be Provided from Client's end)	✓	✓	✓
8	Competetor Analylis (Meta Description)	✗	✓	✓
9	Shutter Stock Images	up to 10	up to 20	up to 40
10	Lead Generation Forms	2	5	Unlimited
11	On Page SEO	5 keywords	10 keywords	20 keywords
12	Social Media Account Creation Facebook, Twitter, G+, Pinterest	✗	✗	✓
13	Stunning Animation Video	✗	✗	✓
14	Off Page SEO (SERP)	5 keywords	10 keywords	20 keywords
	PRICING	Rs. 50,000	Rs. 75,000	Rs. 1,25,000

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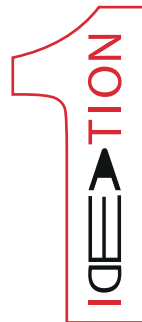
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TERMS AND CONDITIONS

1. Estimate are valid for 30 days from the date of submission.
2. Two creative options per brief will be presented from agency end.
3. Image procurement charges will be extra.
4. Adaptation charges are Mandatory in updation of Creatives, Layout change, Size adaptation, factual correction etc.
5. First set of dummies will be Free & For the Up coming set of dummies, charges are additional.
6. Translation Charges are Additional for Press ad's and other Creatives.
7. 18 % GST will be applicable & Mandatory for all Creative jobs.
8. 50% Advance is Mandatory, No creative or development work will commence until the agency has received PO / Approval email from clients end.
9. Any printing, fulfilment, mailing or third-party services that are provided by the agency will require a minimum up-front payment of 75% (possibly higher in relation to value) of the agreed cost (this figure will be at the discretion of the agency and may in some cases be as much as 100%). Please note that the agency will be unable to proceed to this stage without receipt of proof of this payment.
10. In case if any Job is held up / Stopped after execution or Presented to the client for whatsoever Reason 50% of Creative charges will be billed.
11. Once the Invoice is raised, Payment should be made within 10 days
12. If any project exceeds the estimated timeline agreed or extends beyond 30 days from approval of quotation (whichever occurs first), the agency reserves the right to invoice 50% of any outstanding balance, with the remaining 50% payable on completion. We reserve the right to invoice for completed work irrespective of content or final approval being provided by the client.
13. Until payment is received in full, All designs, artwork and rights whether digital or printed format remain the Intellectual Property of One Ideation.
14. The Client need to alert the agency in Writing to any defects or problems in relation to work and services provided, within 30 days of the final invoice date the agency will not be liable for any claims made after this period.
15. Appropriate credit and Acknowledgement for work produced by the agency should be attributed to One ideation. (for Instance written in small text in Creatives, Printed item & bottom of the Website may be referenced for agency promotional purposes.
16. One Ideation reserves the right to change or modify these terms at any stage with immediate effect. By agreeing to these terms, your statutory rights are not affected.
17. Rates mentioned in this rate card are subject to change. The new rates will be updated on Every financial year.



“The people who are crazy
enough to think they can **change**
the world are the ones who do”
-Steve Jobs



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