
**A CAPPELLA
PRICING
GUIDE**



* K.KARNES

A CAPPELLA PRICING GUIDE*

**Prices may be subject to change due to nature of work. Only valid for up to 30 days after sending.*

/ GRAPHIC DESIGN

Basic Poster/Flyer Package

- 1 design
- 2 rounds of revisions

Pricing: \$200

Premium Poster/Flyer Package

- 2 initial designs
- 2 rounds of revisions

Pricing: \$350

Other

Anything not covered under the above is typically seen as custom and will be given a custom quote.

/ ALBUM ART

All album art packages come with:

- All album art files
- Small mockup
- 30-minute phone consultation

Basic Package

- 1 initial design
- 1 round of revision

Pricing: \$125

Standard Package

- 2 initial designs
- 2 rounds of revisions

Pricing: \$325

Premium Package

- 3 initial designs + a round of mood boards to influence creative
- 2 rounds of revisions
- 1 Physical CD Case Design
- 4 pages of Liner Notes
- 1 Basic Social Media Advertising Kit

Pricing: \$700

Liner Notes

- 1 initial design based on album art
- 2 rounds of revisions

Pricing: \$30/page

/ ALBUM ART (CONT.)

Physical CD Case Design

- 1 initial case design based on album art
- 2 rounds of revisions
- files set up
- if special design is needed to be placed on the physical CD then it is an extra \$85

Pricing: \$175

/ MEDIA KIT

Basic Social Media/Advertising Kit

- 1 landing page or banner image design
- 1 FB rectangle ad (can only have 20% of the image covered with text so message has to be direct and simple*)

*This only applies to paid-for ads. This could be substituted for a rectangle post used on their page rather than an ad.

- 1 FB post square post (can also be used on Instagram)

*All 3 items would have the same imagery, just different size/shape/layout

Pricing: \$200

Premium Social Media/Advertising Kit

- 1 landing page banner image
- 1 FB cover image (image that goes across the top of the page)
- 2 FB rectangle ad (can only have 20% of the image covered with text so message has to be direct and simple*)

*This only applies to paid-for ads. This could be substituted for a rectangle post used on their page rather than an ad.

- 2 FB post square post (can also be used on Instagram)

*All ads/post would mimic the landing page banner image but in this package there would be 2 different sets of ads/post.

Pricing: \$350

Blended Media Advertising Kit

- 1 Premium Social Media/Advertising Kit
- 1 Basic Poster/Flyer Package

Pricing: \$475

/ OTHER WORK

Any other work is typically given a custom quote either hourly or flat, depending on the project.

There is a rate of **\$90/hr** for any work outside of quoted materials.

/ TERMS & CONDITIONS

The designer, K. Karnes Designs LLC, and ACappellaPsych LLC retain the rights to (1) reproduce, (2) display, and (3) make adaptations ("derivative works") of the completed project, any elements, and any preliminary designs. Where applicable the client will be given any necessary credit for usage of the project elements. The client has the rights to (1) reproduce and (2) display the content, but does not have the right to (3) make adaptations ("derivative works") of the completed project unless otherwise stipulated.