

simple, clean, attractive  
and affordable designs...  
**delivered.**



### Strottner Designs Bio:

A full-service design agency based in San Antonio, TX. Our clients represent a diverse group of individuals, small businesses, start-ups, non-profits and organizations representing a wide range of industries (see our select client list on our website). They seek professional, results-driven designs at affordable prices, all aimed at giving them a competitive marketing advantage. We always deliver as promised. We do not have hidden fees, create unrealistic expectations or over-complicate the design process -- alleviating any un-necessary confusion for our clients. In fact, we even provide our prices and package details upfront instead of making our clients request a quote. If this type of philosophy, honesty and creative spirit sounds like what you are seeking, then contact us today so that we may discuss your impending project!

### Our 4 Design Service Areas:

- » web / interactive design (Page 2)
- » brand / identity design (Page 3)
- » print / collateral design (Page 4)
- » other design services (Page 5)

### Office Hours:

- » M – Th : 9 am – 5 pm
- » F : 9 am – 3 pm
- » S – Sun : Closed

## Web / Interactive Design

### **Micro Site: \$199**

- » Custom, Hand-crafted design
- » 1 page in length (perfect for linking to existing eBay store or directory listing)
- » 1 rounds of revisions
- » Search Engine Optimization (keywords, meta-tags, text, alt-tags)
- » Fav-icon (in IE7 address bar and favorites folder)

### **Base Web Design/Re-design: \$500**

- » Custom, Hand-crafted design
- » 5 pages in length (including homepage)
- » 2 rounds of revisions
- » SEO (keywords, meta-tags, text, alt-tags)
- » Fav-icon (in IE7 address bar and favorites folder)

### **Minor Add-ons: \$50 (each)**

- » Additional Web pages
- » Web Forms (ex: Contact Form / Newsletter signup)
- » Photo Gallery (up to 10 images)
- » Fading Javascript slideshow (up to 5 images)

### **Mid Add-ons: \$250 (each)**

- » Paypal Integration (up to 5 buttons)
- » Video Embedded (up to 5 videos)
- » Web banner creation (advertisement on another site)

### **Major Add-ons: \$500 (each)**

- » Blog or Forum or Full shopping cart integration (shopping cart software additional)

### **Domain Name registration / Hosting: \$75**

- » Domain registration for 1 year
- » Domain name research (5 best avail. names chosen)
- » Domain submitted to over 75 search engines
- » Hosting of website for 1 year

### **Website Maintenance: \$50/hr**

- » Updating/adding images / text / calendar events

## Brand / Identity Design

**Logos: \$250 (\$200 with purchase of website)**

- » 5 original designs
- » 2 rounds of revisions based on chosen design

**Additional Logos: \$100**

- » With purchase of initial \$250 logo
- » Ex: logos for various products under 1 company

**Business cards: \$150**

- » 3 original design concepts
- » 2 rounds of revisions based on chosen design
- » 1000 ordered of chosen design

**Business card reorder: \$75**

- » Reorder of 1000 cards
- » Additional employee order of 1000 cards

**Letterhead: \$200**

- » 3 original design concepts
- » 2 rounds of revisions based on chosen design
- » 1000 ordered of chosen design

**Complete Branding Package: \$999 (\$1125 value)**

- » Base web design
- » Domain registration / hosting for 1 year
- » Logo design
- » 1000 business cards
- » 1000 letterhead

## Print / Collateral Design

### **Flyers: \$275**

- » 1000 custom designed flyers
- » 1 original design / 2 rounds of revisions
- » 8.5" x 11" size
- » Full color – 1 side
- » 100# gloss-book paper
- » Glass Aqueous Coating

### **Brochures: \$350**

- » 1000 custom designed brochures
- » 1 original design / 2 rounds of revisions
- » 8.5" x 11" size
- » Tri-fold
- » Full color – both sides
- » 100# gloss-book paper
- » Glass Aqueous Coating

### **Rack Cards: \$250**

- » 1000 custom designed rack cards
- » 1 original design / 2 rounds of revisions
- » 4" x 9" size
- » Full color – 1 side
- » 14pt. C2S paper

### **Postcards: \$250**

- » 1000 custom designed postcards
- » 1 original design / 2 rounds of revisions
- » 5" x 7" size
- » Full color (side 1) – B&W (side 2)
- » 14pt. C2S paper

### **Envelopes: \$350**

- » 1000 custom designed envelopes
- » 1 original design / 2 rounds of revisions
- » #10 size (4.125" x 9.5")
- » Full color – 1 side
- » 70# offset paper

## Other Design Services

### **General Graphic Design: \$50/hr**

- » Apparel Graphics
- » CD cover / Booklet Artwork for bands
- » Decals / Bumper Stickers
- » Invitations / Invites

### **Newspaper / Print Ads: \$100**

- » Any size up to 11" x 14" (\$10/ square-inch additional)
- » 1 original design
- » 2 design revisions

### **Product packaging design: \$100/hr**

- » Design of physical packaging
- » Design of printed materials within

### **Apparel: starting at \$120/4 (minimum)**

- » Ex: polos, sweaters, t-shirts
- » Embroidery
- » Screen-printing

# Service Request Worksheet

Service (details on previous pages)      Rate/Fee (\$ USD)      Quantity      Subtotal (\$ USD)

**Web / Interactive**

» Micro Site :	\$199		
» Base Web Design/Re-design :	\$500		
» Additional Web Page (per page) :	\$50		
» Web Forms (ex: contact / newsletter) :	\$50		
» Photo Gallery (up to 10 images) :	\$50		
» Javascript Slideshow (up to 5 images) :	\$50		
» Paypal Integration (up to 5 buttons) :	\$250		
» Video Embedded (up to 5 videos) :	\$250		
» Web Banner Creation (advertisement) :	\$250		
» Blog or Forum or Shopping Cart :	\$500		
» Domain Name registration / Hosting :	\$75		
» Website Maintenance :	\$50 / hr		

**Brand / Identity**

» Logos (* with purchase of website) :	\$250 (\$200 *)		
» Additional Logos :	\$100		
» Business Cards :	\$150		
» Business Card Reorder :	\$75		
» Letterhead :	\$200		
» Brand Package (\$1125 value) :	\$999		

**Print / Collateral**

» Flyers :	\$275		
» Brochures :	\$350		
» Rack Cards :	\$250		
» Postcards :	\$250		
» Envelopes :	\$350		

**Other Design Services**

» General Graphic Design :	\$50 / hr		
» Newspaper / Print Ads :	\$100		
» Product Packaging Design :	\$100/hr		
» Apparel: (4 piece minimum) :	\$120/4 (polos)		
<b>Total (\$ USD)</b>			

Design Contract Page 1 of 4

Contract Date: \_\_\_\_\_

Contract Number: \_\_\_\_\_

Customer Initials: \_\_\_\_\_

## Design Contract

1. Strottner Designs is formally contracted by \_\_\_\_\_ (The Customer) to perform design work. Payment will be made to Strottner Designs in the form of check, cash or money order payable to Strottner Designs. Payment is due upon receipt of an invoice and is to be paid in full within **15 days after the invoice date**. A charge of 2 % monthly will apply to all outstanding balances more than 15 days overdue.

2. All design services provided by Strottner Designs are done so for the rates/fees set forth in the preceding services worksheet. Any billing for a web site does not in any way suggest or imply that the site is free from error(s); some errors including but not limited to spelling, grammar and incorrect text may be contained within the web site. Strottner Designs will correct any known errors if noticed, however the Customer is responsible for the recognition of these errors.

3. A deposit of \$ \_\_\_\_\_ USD (50% of the total) is required in the form of check or money order payable to Strottner Designs and will be applied to your future invoice(s) as determined by Strottner Designs.

I, \_\_\_\_\_ (Please Print) represent \_\_\_\_\_ (The Customer), and agree to all the terms, polices and rules including but not limited to the terms and Conditions in the attached page.

**Signed:** \_\_\_\_\_ (Customer)      **Contract Date:** \_\_\_\_\_

**Signed:** \_\_\_\_\_ (Strottner Designs)      **Contract Date:** \_\_\_\_\_

Strottner Designs agrees to perform design work for the above company based on the services requested (provided on the preceding worksheet as well as any verbal or electronic communication).



**Strottner Designs**

San Antonio, TX 78258  
Phone: 210-416-8764  
Email: Patrick@Strottner.com  
Website: www.Strottner.com

Design Contract Page 2 of 4

Contract Date: \_\_\_\_\_

Contract Number: \_\_\_\_\_

Customer Initials: \_\_\_\_\_

**Customer's Contact Info:**

Business Name: \_\_\_\_\_  
Representative's Name: \_\_\_\_\_  
Representative's Title: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City/State: \_\_\_\_\_  
Zip: \_\_\_\_\_  
Phone #: \_\_\_\_\_  
Fax # (if applicable): \_\_\_\_\_  
Email (if applicable): \_\_\_\_\_  
Current Website (if applicable): \_\_\_\_\_

**SD's Contact Info:**

Business Name: Strottner Designs  
Representative's Name: Patrick Strottner  
Representative's Title: Owner / Designer  
Street Address: 19910 Horizon Way  
City/State: San Antonio, TX  
Zip: 78258  
Phone #: 210-416-8764  
Fax # (if applicable): N / A  
Email (if applicable): Patrick @ Strottner . com  
Current Website (if applicable): www . Strottner . com

Design Contract Page 3 of 4

Contract Date: \_\_\_\_\_

Contract Number: \_\_\_\_\_

Customer Initials: \_\_\_\_\_

### **Terms, Conditions an Acceptable Use Policy**

Use of the acronym SD in the following document refers specifically to Strottner Designs. SD provides webpage design, marketing, domain registration and other design services. All personnel at Strottner Designs honor their legal and ethical responsibility consistent with the upload of the Customers' site to the server for hosting. The Customer agrees that signature of this document binds them to all Terms and Conditions set forth by SD for any of its services including but not limited to setting up hosting, provided the Customer requests that SD setup their hosting.

### **Payment Policies**

The customer is responsible for all money owed on the account from the time it was established to the time that the customer notifies SD in writing for a request for termination of services. All Prices are in USD Currency unless otherwise stated. A deposit of fifty (50) percent of the estimated total cost is required to be paid before any design work is begun. Payment for all outstanding design services is due fifteen (15) days after the invoice date. All Payments are to be made to Strottner Designs in the form of check, cash or money order in USD funds unless otherwise stipulated. A charge of two (2) percent monthly will apply to all outstanding balances more than fifteen (15) days overdue. A minimum of one half (1/2) hour charge will apply to any requested updates or changes to the web site. Any script or design developed for the Customer will become the property of the Customer upon payment in full. SD reserves the rights to use any script or programs it has created for the Customer in any other projects and developments SD undertakes without exception.

### **Cancellation**

Cancellation of design services must be submitted in writing to SD (via mail or email). Any portion of the deposit not already used by SD will be refunded to the Customer. Any monies refunded will be determined by the sole discretion of SD. In the event that SD has spent more time than covered by the deposit, the Customer is required to pay the outstanding balance before any materials are released to the Customer. Lawful Purpose SD reserves the right to refuse service to anyone.

Design Contract Page 4 of 4

Contract Date: \_\_\_\_\_

Contract Number: \_\_\_\_\_

Customer Initials: \_\_\_\_\_

### **Indemnification**

Customer agrees that it shall defend, indemnify, save and hold SD harmless from any and all demands, liabilities, losses, costs and claims, including reasonable attorney's fees asserted against SD, its agents, its customers, officers and employees, that may arise or result from any service provided or performed or agreed to be performed or any product sold by Customer, its agents, employees or assigns. Customer agrees to defend, indemnify, save and hold SD harmless against liabilities arising out of; (1) any injury to person or property caused by any products sold or otherwise distributed in connection with SD's services; (2) any material supplied by customer infringing or allegedly infringing on the proprietary rights of a third party; (3) copyright infringement and (4) any defective products sold to customer through SD's services. This agreement shall be governed by the laws of the State of Texas and the Federal laws of the United States of America applicable therein.

### **Disclaimer**

**SD will not be responsible for any damages a business may suffer for any reason.** SD makes no warranties of any kind, expressed or implied for services or products it provides. SD disclaims any warranty or merchantability or fitness for a particular purpose; includes loss of data or email resulting from delays, non-deliveries, wrong delivery, and any and all service interruptions caused by SD and its employees. SD will not be responsible for providing computer equipment to the customer for any purpose whatsoever. SD reserves the right to revise its policies, rates/fees, terms and conditions at any time, and from time to time. Failure to perform or follow any term or condition will be grounds for immediate termination of services.