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**Driven.**

Do you need new business materials to spice up your sales? Are you looking for a website that is as dynamic as your business? DPi Graphics is a full service graphic and web design company dedicated to one purpose: You.

**dpi**graphics

media kit

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The average 1970s city dweller was exposed to **500 to 2,000** ad messages a day; today it's up to **3,000 to 5,000.**

Will your ad be one of them?

*good design starts here.*

Jeffrey Brown, CEO, Designer  
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(603) 320-7010  
[www.dpigraphics.net](http://www.dpigraphics.net)

# who we are



## **Jeffrey L. Brown, CEO/Designer**

A graduate of the University of Hartford, Magna Cum Laude, with a Bachelor of Fine Arts, Jeff is an experienced designer with experience in advertising, print and publication design. He has worked in numerous areas of the graphic arts field, and while his experience lies mainly in the field of print design, Jeff is highly skilled with web applications, html, css and web animated graphics.

## **What We're About...**

By combining over 10 years of talent, skill, and experience in print publication and graphic design, DPi Graphics provides creative graphic and web design solutions at the quality you expect and at a price you can afford. We believe that the graphic design of promotional materials is a reflection of your business, and DPi Graphics is proud to offer the solutions to bring your business the publicity it deserves.

We believe quality design and quality service should not cost an arm and a leg. Founded in 2002 in Rochester, NH, DPi Graphics will work with you to develop a sensible advertising strategy within your budget. With affordable pricing and design solutions tailored to your business' needs, DPi Graphics wants your small business to stand out...and save money.

From brochures to box tops, T-shirts to templates, DPi Graphics has experience with most every facet of print and web design. Our portfolio of work ranges from outdoor signage and banners to custom logos to multi-media websites. We are currently using the industry standard software produced by Adobe, Adobe Creative Suite. While we are Mac based, we are fluent with and compatible with many of the PC applications and files. Please check our file submission requirements and compatible programs before submitting any artwork or content for us to work with.

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## Professional.

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# graphic design rates

All rates subject to change.

## Standard Graphic Design Rate: \$30 per hour

This rate includes but is not limited to all areas of print design (brochures, letterhead, business cards, posters, postcards, etc.) as well as logos, advertisements and prepress.

Timetable for project not guaranteed. Revisions made after first proof has been received by the customer will be charged to the customer until approval is made. Final concept art must be approved by the customer before final art files may be sent to the customer.

We reserve the right to decline any project from any customer.

# design packages

All rates subject to change.

## Small Business Start-up Package: \$300

Includes: Logo (4-color & black & white), Business Card, Letterhead/Envelopes & Brochure. Additional\*: Advertisements, Additional Business Cards, Direct Mail Post Cards.

## Corporate Identity Package: \$750

Includes: Logo(4-color & black & white), 5 Business Cards, Letterhead/Envelopes, Brochure, 3 Direct Mail Post Cards & 3 Print Advertisements. Additional\*: Advertisements, Business Cards, Direct Mail Pieces.

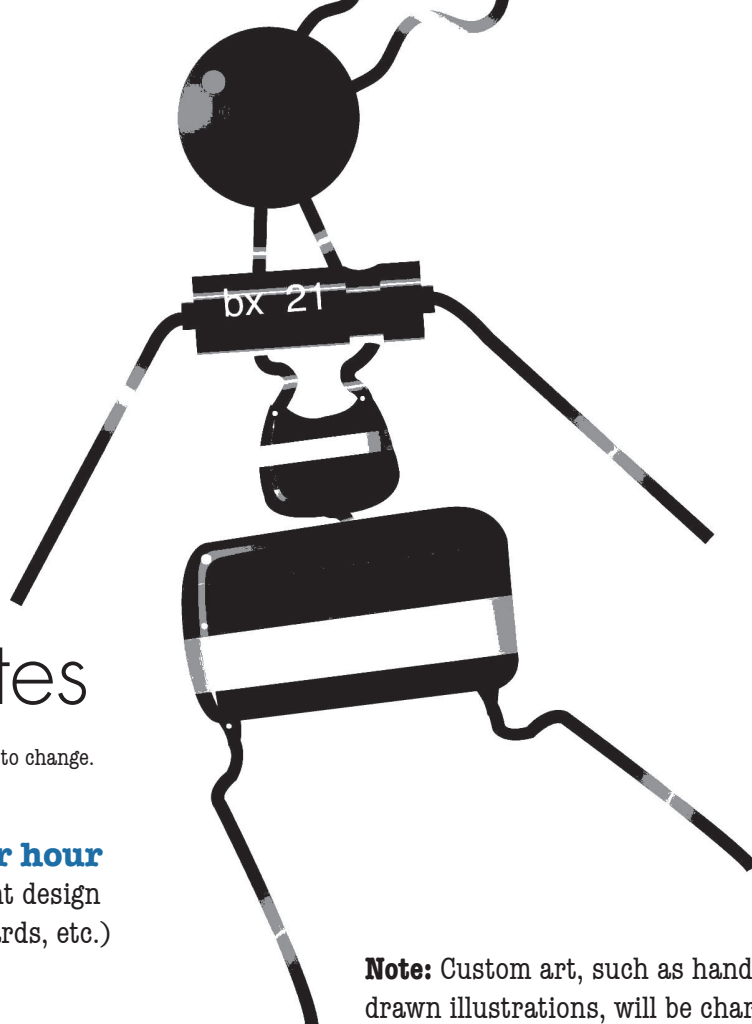
\*Additional items on design packages will be calculated based upon the complexity of the item. The Standard Graphic Design Rate will not be used for Additional items.

## Small Business Redesign Package: \$500

Includes: Logo (4-color & black & white), 3 Business Cards, Letterhead/Envelopes, Brochure, Direct Mail Post Card & 1 Print Advertisement. Additional\*: Advertisements, Business Cards, Direct Mail Pieces.

## Platinum Corporate Identity Package: \$1000

Includes: Logo(4-color & black & white, Print & Web), 10 Business Cards, Letterhead/Envelopes, Brochure, 3 Direct Mail Post Cards & 5 Print Advertisements. 10% off your next web package with us. Additional\*: Advertisements, Business Cards, Direct Mail Pieces.



**Note:** Custom art, such as hand drawn illustrations, will be charged a higher rate for the complexity of the artwork involved. Customer will be responsible for payment of custom art in the event that the custom art is not used.

# web design rates

All rates subject to change.

## **Standard Web Design Rate: \$35 per hour**

This rate includes but is not limited to all areas of web design (web sites, splash pages, web advertisements, html emails, simple animations, etc.) This rate **does not** include site management, animated images and movies, and purchasing and researching images for projects.

Estimated timetable guarantee contingent upon customer providing content. Revisions made after first proof has been received by the customer will be charged to the customer until approval is made. Final concept art must be approved by the customer before final art files may be sent to the customer or published online.

We reserve the right to decline any project from any customer.

# animation design rates

All rates subject to change.

## **Animation Design Rate: \$40 per hour**

This rate includes all animation not covered under the Standard Web Design Rate, such as animated movies, images and web site introductions. Simple animation such as rollover images and tile ads will be covered under the Standard Web Design Rate.

Estimated timetable guarantee contingent upon customer providing content. Revisions made after first proof has been received by the customer will be charged to the customer until approval is made. Final concept art must be approved by the customer before final art files may be sent to the customer or published online.

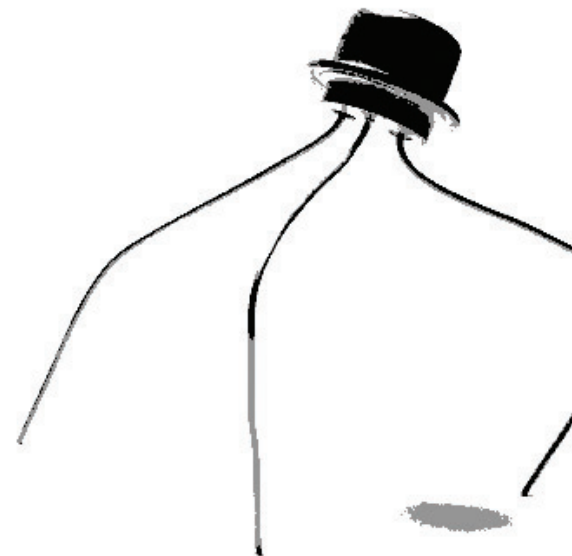
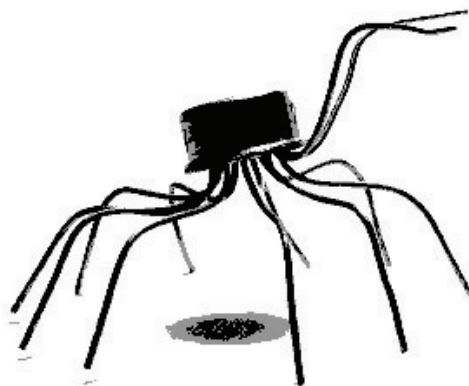
We reserve the right to decline any project from any customer.

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## **Involved.**

Locally owned and operated, DPi Graphics has strong ties to Southern NH area non-profit organizations and supports many local community events and charities. We offer discounted rates on graphic and web design to non-profit organizations for business materials or for special events.

**Note:** All artwork supplied by the customer for web or print design **must be royalty free**. If you are unsure about whether an image is royalty free or not, please contact us before using the image in your advertising or web project.



# web design packages

All rates subject to change.

## **Web Presence/Splash Page**

### **Package: \$500**

Includes: Home page, 3 subsequent pages, site links, 1 simple animated .gif image. Additional\*: Subsequent pages, animated images (flash or .gif).

## **Silver Website Design Package \$2000**

Includes: Home page, Custom graphics, 20 subsequent pages, site links, 2 animated .gif images, 3 forms, 1 flash movie, javascript menus, rollover buttons. Additional\*: Subsequent pages, animated images (flash or .gif), forms.

## **Small Business Website Package: \$1000**

Includes: Home page, Custom graphics, 10 subsequent pages, site links, 2 animated .gif images, 2 forms, javascript menus, rollover buttons. Additional\*: Subsequent pages, animated images (flash or .gif), forms.

## **Platinum Web Design Package: \$2500**

Includes: Home page, Custom graphics, 30 subsequent pages, site links, 2 animated .gif images, 4 forms, 2 flash movie, javascript menus, rollover buttons. Additional\*: Subsequent pages, animated images (flash or .gif), forms.

\*Additional items on design packages will be calculated based upon the complexity of the item. The Standard Web Design Rate will not be used for Additional items.



## **Terms of Payment**

Payment in full is expected on completion of any design project. A downpayment of 25% is required on all projects exceeding \$500.00. The remainder of the total due will be paid upon receipt of deliverables.

Payment is accepted in one of the following methods:

### **1. Personal/Company Check:**

All personal/company checks will be held until they clear the bank. Once the check has cleared, the final product will be delivered to you. A fee of \$30 will be charged on a returned checks.

### **2. Paypal:**

We accept paypal at [jbrown@dpigraphics.net](mailto:jbrown@dpigraphics.net). Once the payment clears the bank and Paypal, the final product will be delivered to you.

### **3. Cash:**

We do accept cash, however we would prefer to transact all cash payments in person. Once payment is received, the final product will be delivered to you.

If at any time, you have any questions, please feel free to contact us at [info@dpigraphics.net](mailto:info@dpigraphics.net) or by phone at 603.320.7010.

# digital file requirements

## Picture File Formats

We accept all picture file formats including .jpg, .tiff, .gif, .png, .pict, .bmp, .pdf & .eps. For those images being used for print graphics, advertisements and banner advertising, we request the image be no less than 300 dpi because when the image is enlarged and printed it will appear pixellated. Thus, we only work with high quality images for print design.

Also, if your image is not in CMYK, we will have to convert it. This is not an additional charge, however it is appreciated if the image was in that format prior to our receipt.

## Scanned Images

If you have an image that you would like to use in your advertising, please send the image to us (unfolded) and we will scan it in for digital use.

**Note:** We will charge \$5 for each scanned item. Please be sure to check if the image is *\*royalty free* or not.

## Document File Formats

We can open and manipulate many file formats. However, there are some that are better for us to use and manipulate than others. For example, if you have any of the Adobe products (Illustrator, InDesign, Photoshop, etc.), we would gladly take them, as they are the best for us to use. However, not everyone has these expensive programs. Thus, if you have any of the Microsoft Office Suite Programs (Word, Excel, Powerpoint, etc.) we can use them, preferably for text content purposes only. If sending an image, please refer to the Picture File Formats we accept in the column to the left.

We can also accept “stuffed” or “zipped” files under 10 MB in size. We accept plain text documents for text content only.

We do not accept Microsoft Publisher files or Corel Draw files because we cannot open them. If you have either of these programs, please convert the document to an acceptable file format before submitting.

If you have a question about file formats and requirements for your project, please do not hesitate to contact us.

## Submissions

We accept submissions in the following methods: email (preferred), snail mail, faxed (coming soon) and hand delivered.

Emailed files must be less than 10 MB in size per email and may be zipped or stuffed.

**Snail Mail** content may be put onto CD-Rom, slick or photos to be scanned, or typed on regular paper. Preprinted art is not encouraged, but may be used.

