

# ABD FLYER/AD/POSTCARD DESIGN PACKAGES

## **SILVER PACKAGE: (\$100-200) - FOR THE QUICK, SIMPLE FLYER/AD/POSTCARD**

Silver packages are meant for businesses that want a basic flyer. It is an inexpensive flyer with a professional design. A standard flyer is 8.5"x 11" but can be customized smaller. Ads vary from full page 8.5"x 11" to custom sizes. Up to 5 basic revisions are allowed to ensure that the final product is satisfactory. This flyer/ad package typically allows for a 3 day turnaround.

## **GOLD PACKAGE: (\$200-300) - PROVIDING OPTIONS AND FAST TURNAROUND**

The gold package is for businesses that plan to include more information as text or images or have specific design styles in mind that may add to the design time. A standard flyer is 8.5"x 11" but can be customized smaller. Ads vary from full page 8.5"x 11" to custom sizes. The package allows for 2 concepts and up to 7 basic revisions. This flyer/ad package typically allows for a 3 day turnaround.

## **PLATINUM PACKAGE: (\$300-600+) - TOP TIER DESIGN OPTION**

The platinum package is for businesses that need a very customized and unique design and include a large amount of content that needs to be tailored to a flyer or ad. The design may include custom artwork and graphics to achieve a top tier look and feel. A standard flyer is 8.5"x 11" but can be customized smaller. Ads vary from full page 8.5"x 11" to custom sizes. The flyer/ad is offered in 3 concepts and content revisions are endless (Does not include full redesigns). Such a flyer/ad can be produced in approximately 1 week.

*\*Endless revisions are in regard to content and content basic layout. Does not include endless full redesign.*

## **UNDERSTANDING EFFECTIVE FLYER/AD DESIGN**

Flyers, ads, and postcards are a marketing "must." Most businesses heavily rely on all three as a part of their marketing campaign. Although they can differ greatly depending on the purpose, there are some basic steps you can take to ensure the best quality design when you create your marketing publications.

**Consistency throughout publications.** This will help you brand your company and will increase the chance of recall by your prospective readers. Consistency in your flyer, ad, and postcard designs will create a smooth seamless feel.

**Simplistic.** Avoid clutter or busy designs. You want to be sure that your prospective readers can read it, and stay interested. It is much too distracting to have promotional designs with a large amount of text, graphics, designs and colors. Be sure that you establish your motive with the flyer or ad, and focus only on that.

**Catchy.** Most people only glance over a flyer, ad, or postcard for a few seconds. Get to the point as quickly and as clearly as possible when preparing your the content for your design.

Flyer  Ad  Postcard

**What is the general purpose of your flyer/ad/postcard?**

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**Will you be providing us with a logo?**  Yes  No

If YES, please provide us with a vector or high resolution logo.

If NO, do you need a logo designed?  Yes  No

If YES, please fill out the ABD LOGO DESIGN CHECKLIST

**How will you be providing your content?\***  Email  Word Doc or PDF  Existing Layout

*\*All content must be provided preproofed and in full. Text must be digital to allow for easy copy & pasting .  
If development of content is needed, ABD can help to prepare your copy for additional charge.*

**Will you be providing us with any visual elements for reference or inspiration?**  Yes  No

IF YES, EXPLAIN: \_\_\_\_\_

**Identity Style:**

Corporate  Clean  Elegant  Bold  Edgy  Simplistic  Organic  Retro  
 Other \_\_\_\_\_

**Do you need Imagery incorporated into your design?**  Yes  No

IF YES:  We have images we would like incorporated in the design\*

We will need ABD to find appropriate images for the design\*\*

*\* Images that are low resolution will be flagged upon receipt by the designers, and suggestions will be made on how to proceed.*

*\*\* Concepts utilizing stock photography will be shown using low resolution samples. Final images must be purchased prior to printing.*

**What is your target demographic?** \_\_\_\_\_

**Preferred Due Date** (List the preferred date you would like the design completed): \_\_\_\_\_

**Budget (Please provide the price range you are willing to spend on your design\*)**

Under \$100 (Silver Pkg)  \$100-\$200 (Gold Pkg)  \$200-\$300+ (Platinum Pkg)

*\*See Flyer/Ad/Postcard Design Package Form for pricing details & more information.*

