



2024
PRICING GUIDE



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THE SINGING SPARROW

Branding & Logos

Your business is unique. Give it a one-of-a-kind logo. With experience in branding, you can trust me to keep all the little things in mind when designing the perfect logo to represent your business. Plus, I will never sell your logo design to another client, so have confidence that your branding is your own.

Don't regret your DIY logo choice. Get professional branding!

LOGO DESIGN

Custom logo design, web & vector (print) files & a standards manual for future font & color reference.

\$200

BRANDING PACKAGE

Custom logo design, business card design, WP website design, & social media setup.

starting at **\$700**

Websites

Websites designed by The Singing Sparrow include:

- Basic Site Maintenance (content updates) once per month up to 1 hour. An hourly charge will apply after 1 hour.
- Hosting & Domain name for one year. Domain & Hosting package is renewed annually at one low rate. (See "Domains & Hosting")

+ PAGES

Add extra pages to your existing website.

\$75 /page

+ EMAIL ACCOUNTS

(Only available for websites hosted through me.)

\$25 /address

WORDPRESS THEME

Complete setup of your website using a pre-made theme and design customization. Includes add-on implementation, social media connection and feed, 1 email account & domain registration and hosting for 1 year.

starting at **\$500**

CUSTOM DESIGN

Complete setup of your website with a custom design. Includes add-on implementation, social media connection and feed, 1 email account & domain registration and hosting for 1 year.

starting at **\$1,000**

Two great options to fit your needs and your budget!

Domains & Hosting

.net & other domains available. Prices may vary.

All websites designed by The Singing Sparrow include a full year of hosting and domain name purchase. After that the domain and hosting package is paid annually at one low rate.

.ORG

Domain registration & hosting for one .org address for one year

\$115 /year

.COM

Domain registration & hosting for one .com address for one year

\$109 /year

Don't forget the non-profit discount!

Email Solutions

There are two keys to successful email newsletters: consistency and eye-catching design. Let me help you share your business's events, news, updates and specials. With email solutions, your customers will receive appealing newsletters that they'll look forward to reading!

QUARTERLY	MONTHLY	PER EMAIL
\$30 /email*	\$25 /email*	\$50 /email
4 email campaigns per year	12 email campaigns per year	Email campaigns when you need them
*must pay for entire year. (Quarterly - \$120/year, Monthly - \$300/year)		

STARTER	BASIC	PLUS	Social Media Management
\$75 /month	\$150 /month	\$300 /month	<i>Take social media off your to-do list!</i>
Perfect for a small business just starting out in social media	Perfect for businesses with frequent news or events	Perfect for expanding businesses	
2 4-6 posts per week	2 5-7 posts per week	2 5-7 posts per week	Number of Social Media Accounts (Facebook, Twitter, Instagram, Pinterest)
	2 (biannually)	4 (quarterly)	Scheduled Meetings (Discuss marketing plan, specials, newsletter, etc.)
✓ (limited)	✓ (limited)	✓	Photography (Product or location photography 1 session, biannually)
	✓ 1 per month	✓ 2 per month	Email Newsletter

If you don't see a package that fits your businesses needs, request a quote! rachel@thesingsparrow.com

Promotional Materials

Your business doesn't end on a screen somewhere, and neither does my design services. I've got you covered for all your print design, marketing and promotional material needs. I can even help you with printing!

Here are just a few of the projects I work on:

BROCHURES

FLIERS

BOOK DESIGN

CATALOGS

POSTERS

+ MORE!

Like this one!

No matter what type of design your business needs, contact me! rachel@thesingingsparrow.com

Hourly Rate

HOURLY DESIGN RATE

Custom design projects are billed at \$35/hour.

\$35/hour

DISCOUNTS

NON-PROFITS & COMMUNITY ORGANIZATIONS

Thank you for what you do! To give back, I'm offering 10% off any design project for great organizations like you!

10% off

NEW BUSINESSES

Let me help you get started on the right foot. Get 10% off your first contract!

10% off

REFERRALS

Thank you for helping grow my business. Get 10% off your next invoice when a new client mentions your name.

10% off