

WE CREATE STUFF.

MORE IMPORTANTLY, WE WANT TO CREATE YOUR STUFF.



GOOD DESIGN STARTS HERE.

Quality design at a price you can afford – that's what we're about. Plain and simple. We offer all the services of a big advertising design agency, but at small business prices. Big agency design for small business budgets. That's us in a nutshell.

DPI Graphics has been around quite some time – almost 15 years to be exact. While our clients tend to be mostly small businesses and entrepreneurs, we still help out some pretty heavy hitters as well.

Print design has always been our specialty because even with the rise of the Digital Age, print still has a firm place in modern day business. We're here to both embrace digital and maintain traditional marketing methods.

“

Jeff came on board with us when we had a backlog of graphic design work to be done. He not only picked up our branding very quickly, he proactively created new images that strengthened our brand. He is a fast worker who listens well to constructive input and keeps a level temperament in all situations. Jeff was a pleasure to work with and would be a significant asset to any graphics, website design or branding projects. His creativity is first-rate!

”

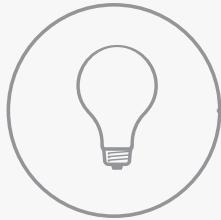
Krista Katz

Marketing & Communications Director, WVBBTS-SEF

WHY WE'RE SO GOOD

DPi Graphics isn't like the big guys - we take the time to find out what YOU and your business need without pushing products and services that you don't. We're interested in providing you, the small business owner, the best quality design at an affordable cost. As a small business, we understand that you operate on a budget and have to make the most of your marketing dollars. We'll help you get the response you want using products and services that both fit your budget and give your the best ROI for your money.

OUR PROCESS



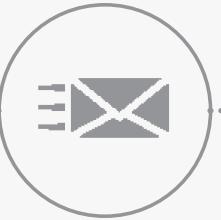
ORGANIZE

This is where we meet and figure each other out - it makes all the difference in knowing who you are, what you do and how you do it versus shooting in the dark, hoping to hit the target. Remember, your project is about you - not us - so we'll need to get things organized.



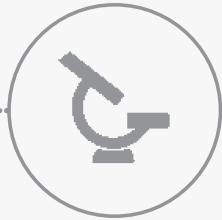
UTILIZE

All that stuff we just organized? Here's where we put it to good use. We'll start working our magic and really focus on making you, the star of this project, shine. Oh, sure, it may take some feedback on your part and some modifications on ours, but we'll get it done, just the way you want it.



DELIVERIZE

Once we're done and you're happy with your project, we'll deliver it to you. That's right, we'll send it special delivery. Because you're involved in the process, you'll already know what you're getting. No surprises. And, it'll be on time, and on budget - which was why you chose us in the first place.



ANALYZE

Once you've got your product in your hot little hands, we'll follow up with you. We want to be so sure that you're happy with your design work from us that you'd tell your friends - and your friends' friends - and their friends. Yup, we're that thorough.

- ✓ GRAPHIC DESIGN
- ✓ WEB DESIGN & DEVELOPMENT
- ✓ BRANDING
- ✓ CONTENT MARKETING
- ✓ SEO
- ✓ EMAIL MARKETING
- ✓ DIGITAL GRAPHICS
- ✓ SOCIAL MEDIA

ATHELITE INFOCUS

Infocus Vision & Therapy Center

Athelite Infocus embraces a total athlete approach to optimizing sports performance and athlete development. Our team of therapists and doctors complete a comprehensive sports specific biomechanical analysis based on each athlete's goals. Our Optometrist is trained in and utilizes the latest vision training techniques to improve eye-hand and eye-foot coordination, visual processing, eye gaze control while reading, peripheral awareness, visual monitoring, the overall health of the eye. We provide individual and group sessions to help achieve personal and team goals.

SCOTT KRAUCHUNAS, OD, PhD
Dr. Krauchunas earned a Ph.D. in physiological psychology from Kent State University and has conducted research in tracking strategies. In 2005 he earned his Doctor of Optometry from the New England College of Optometry specializing in Vision Training. He received his certification in High Performance Sports Vision training and is a founding member of High Performance Vision Associates. As a member of this organization he has worked with members of the LPGA, Hendricks Motorsports, the MLS Referees Organization and the Miami Dolphins.

HEDI BRIGHT, OTR/L, OAP-SC, ROT
Hedi is an Occupational Therapist with 20 years of experience specializing in orthopedic and sports injuries. As a former collegiate athlete, she combines her profession with her passion for working with athletes to maximize physical performance and true athletic potential.

Like Us on Facebook:
[facebook.com/atheliteinfocusnh](https://www.facebook.com/atheliteinfocusnh)

320 Daniel Webster Hwy, Belmont, NH 03220
603-528-2020
www.infoseeyecarenh.com
athelites@infoseeyecarenh.com

GRAPHIC DESIGN RATES

All rates subject to change.



STANDARD GRAPHIC DESIGN RATE: \$80 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 before final art files may be sent to the customer.

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

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.

DESIGN PACKAGES

All rates subject to change.

SMALL BUSINESS START-UP PACKAGE: \$600

Includes: Logo (4-color & black & white), Business Card, Letterhead/Envelopes & Brochure.

Additional*: Advertisements, Additional Business Cards, & Post Cards.

CORPORATE IDENTITY PACKAGE: \$1500

Includes: Logo(4-color & black & white), 5 Business Cards, Letterhead/Envelopes, 2 Brochure, 3 Direct Mail Post Cards & 3 Print Advertisements. Additional*: Advertisements, Business Cards, Direct Mail Pieces.

SMALL BUSINESS REDESIGN PACKAGE: \$1000

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: \$2000

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.

*Additional items on design packages will be calculated based upon the a per piece charge. Please refer to our marketing communications pricing.

ARTWORK PRICING

Collages

Depends on complexity - **Quote**

Artwork Revisions Each \$10.00

First Artwork Revision is **FREE**

Vector Art Modification

Hourly Rate: \$80/hr



MARKETING COMMUNICATIONS PRICING

(By the project)

Announcements Side

\$30.00 CUSTOM WORK

Banners/Signs Side

\$25.00 Document Creation

Brochures Side

\$30.00 Hourly Rate: 80/hr

Business Cards Side

\$25.00 Envelopes Each

(name/address/email changes)

\$20.00 Name Change Each

Each \$10.00

Calendars

One Page Per Month **12 Pages**

\$150.00

One Page - 12 Months **One Page**

\$100.00

Charts & Graphs Each

Hourly Rate: 80/hr

CUSTOM WORK

Document Creation

Hourly Rate: 80/hr

Envelopes Each

Newsletters Side

Hourly Rate: \$80/hr

Name Change Each

Notepads Each

\$25.00

Flyers Side

Postcards (one side) Side

\$40.00

Forms Side

Presentations Each

Quote

Invitations Side

Programs Side

\$40.00

Labels (same 30-up) Side

Table Tents Each Side

\$20.00

(name/address change)

5 names/addresses

Tickets (set-up) Each

\$25.00

Letterhead Side

(Date Merge numbering)

Hourly Rate: \$80/hr

Mail Merge Set-Up Each

Hourly Rate: \$80/hr

Maps Side

Revisions

1st Revision is FREE!

Menus Each

DPI Graphics errors fixed free of charge.

Name Tags (Text only)

Revisions After 1st Revision

\$10.00

5 names

Turn Times

24-hour turn time

\$20.00

Rush Orders

\$200.00 + standard order pricing



* Prices are subject to change without notice. Project not listed? Contact us and ask!

WEB DESIGN RATES

All rates subject to change.

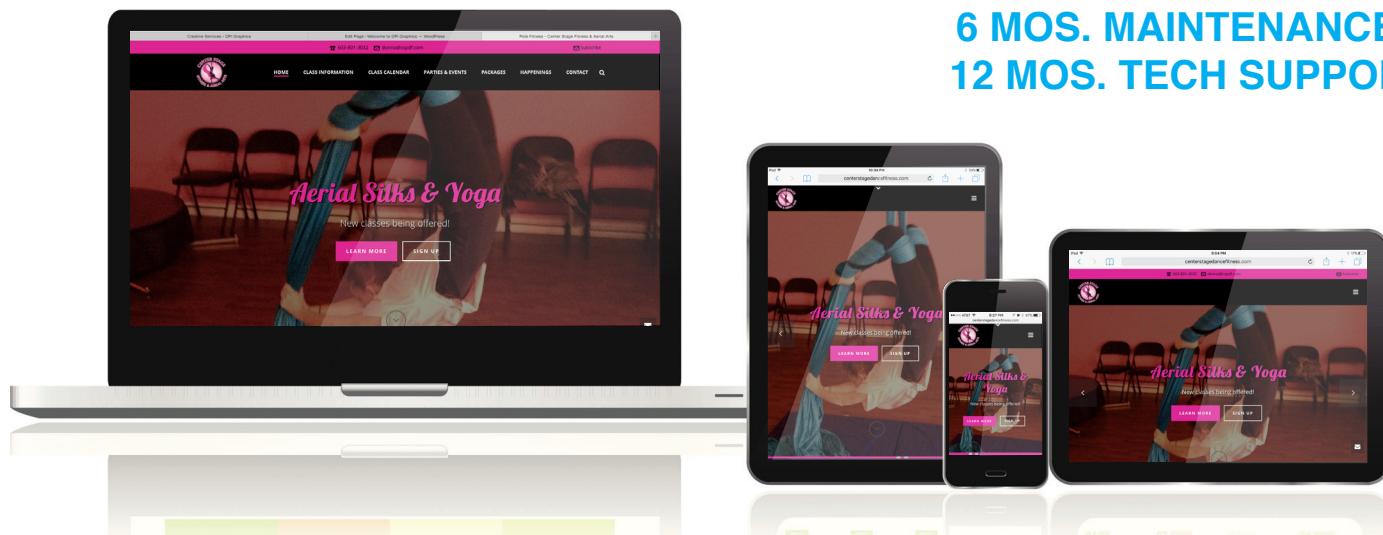
**STANDARD WEB DESIGN RATE: \$150 per page
FOR MORE COMPLEX WORK: \$100 per hour.**

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.

**EVERY WEB DESIGN PACKAGE INCLUDES
6 MOS. MAINTENANCE &
12 MOS. TECH SUPPORT!**



WEB DESIGN PACKAGES

All rates subject to change.

WEB PRESENCE/SPLASH PAGE PACKAGE: \$1500

Includes: 5-7 HTML pages, Custom graphics, Site links, Contact form & Some Javascript/JQuery elements. (Additional: More HTML pages, forms and/or complex custom graphics.)

PROFESSIONAL WEB DESIGN PACKAGE: \$4000

Includes: 20-25 HTML pages, Custom graphics, Site links, Multiple forms, Javascript/JQuery elements, Blog/feed setup & 1 Database setup/design. (Additional: More HTML pages, databases and other programming and/or complex custom graphics.)

SMALL BUSINESS WEBSITE PACKAGE: \$2000

Includes: 10-12 HTML pages, Custom graphics, Site links, Contact form(s), Javascript/JQuery elements & Blog/feed setup. (Additional: More HTML pages, forms and/or complex custom graphics.)

PREMIUM WEB DESIGN PACKAGE: Starts at \$5000

30+ HTML pages, Custom graphics, Site links, Multiple forms, Javascript/JQuery elements & Blog/feed setup, & 2 Databases setup/design. (Additional: More HTML pages, databases and other programming and/or complex custom graphics.)

*All packages included design ONLY. Domain purchasing, web hosting and maintenance fees are separate. 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.

ADDITIONAL WEB DESIGN RATES

While we do not provide hosting, we do offer website maintenance at a base rate of **\$40 per/change per/month**. Depending on the amount of work involved with maintaining or programming on the website, the cost may be more.

We do not offer our own proprietary content management at this time. However, if you wish to have a Wordpress, Joomla or other open source content management system setup for you, we can do that at an additional charge of **\$50.00**.

We do offer website hosting setup services, for a one time fee of **\$50.00** *in addition* to web hosting fees and domain registration.

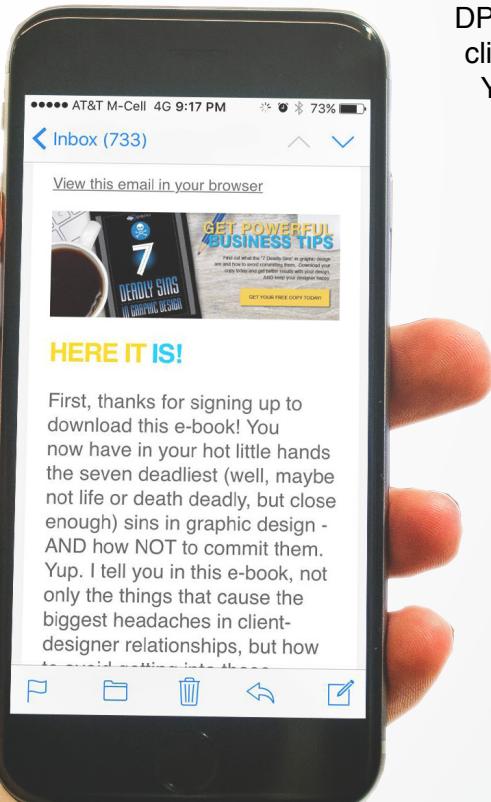


EMAIL MARKETING

DPi Graphics is proud to offer our email marketing services to our clients and customers as another method for effectively reaching YOUR existing and prospective clients. Combined with a direct mailer or another printed piece, an email marketing campaign can dramatically boost your response.

EMAIL SETUP: \$50 PER CAMPAIGN

(Additional charges may apply based on actual emails sent, list management and additional setups.)



- ✓ Custom designed email campaign
- ✓ Use of responsive design HTML templates for optimal viewing on all devices
- ✓ HTML coded emails to link to websites or landing pages
- ✓ Email contact list management
- ✓ Social media integration
- ✓ Sent message statistics and analytics

SOCIAL MEDIA

DPI Graphics is proud to offer our email marketing services to our clients and customers as another method for effectively reaching YOUR existing and prospective clients. Combined with a direct mailer or another printed piece, an email marketing campaign can dramatically boost your response.

We can set up Facebook accounts and pages, manage users, sync other media like Twitter, LinkedIn or even a blog with your account, add an Instagram feed and much more. Got videos? Get a YouTube or Vimeo account. Whatever your business is, we can create the appropriate social media accounts that will make your business grow and be successful.

SOCIAL MEDIA SERVICES PER MONTH (Base Rate): \$100

(Add-ons include multiple social media networks, frequency/number of posts, follower growth and advertising. Contact us for a personalized quote.)



CONTENT MARKETING

Content marketing is really about choosing the right words that will have meaning to your target customer – for instance, you would think about using hip, modern language to attract a millennial demographic vs. an older audience. Your content should be easily understood and specifically pointed to get the user to take an appropriate action.

Your brand should use only that content which is inline with your company's message – it should be consistent, appropriate and should resonate with your target demographic. It's three main purposes are: to increase brand awareness, to increase brand preference and to provide greater reach at lower expense.

CONTENT MARKETING SERVICES PER MONTH (Base Rate): \$100

(Add-ons include copywriting, blog post creation, website and landing page content optimization. Contact us for a personalized quote.)

Additionally, we provide copywriting services on larger projects such as white papers, theatre scripts, blogs and more. We have experience writing and designing for publications, dinner theatres and blog posts.

EVENT MARKETING

“For the past 5 events, we have utilized Jeff Brown [and DPi Graphics] and his event marketing skills for our Murder Mystery Dinner Theaters. This partnership has made our events extremely successful. From onset with pictures and themes moving into promotional posters and playbills, Jeff creates an atmosphere of excitement with our productions. This thought process for the marketing is well thought out and entices our audience before our shows begin. He is able to create a “buzz” surrounding our events which now sell out to over 250 people. Jeff has always been extremely helpful, a resource for our team and a pleasure to work with.

”

Jennifer Taylor-Arnold

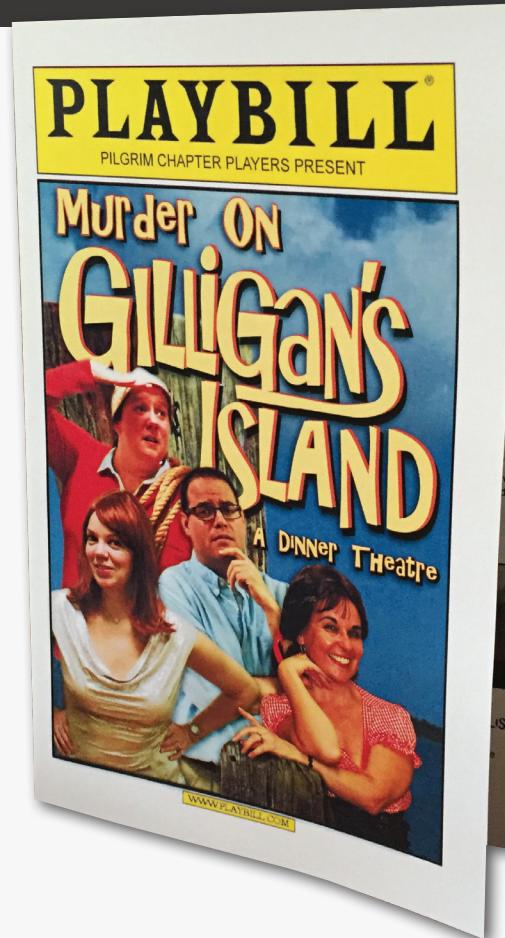
Pilgrim Chapter Players

OPTIMIZE YOUR MARKETING EFFORTS!

The success of an event is directly related to the quality of its marketing. In addition to the design, we've managed some event marketing for some pretty large events without spending a lot of cash in the process. Smart, strategic placement of your marketing materials and not forgetting about the power of social media can really push your event's success above and beyond your expectations!

EVENT MARKETING SERVICES:

- ✓ Custom graphics for print & web
- ✓ Social media marketing to publicize event
- ✓ Coordinated web page to direct people to for ticket sales or for more information
- ✓ Branded programs/playbills for the event
- ✓ Numbered tickets that match event branding
- ✓ Script copywriting



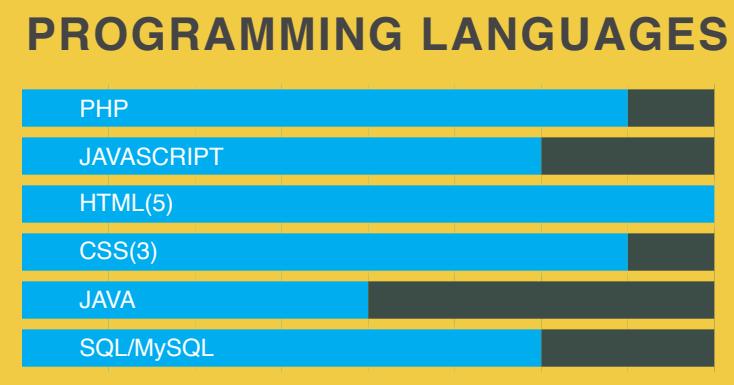
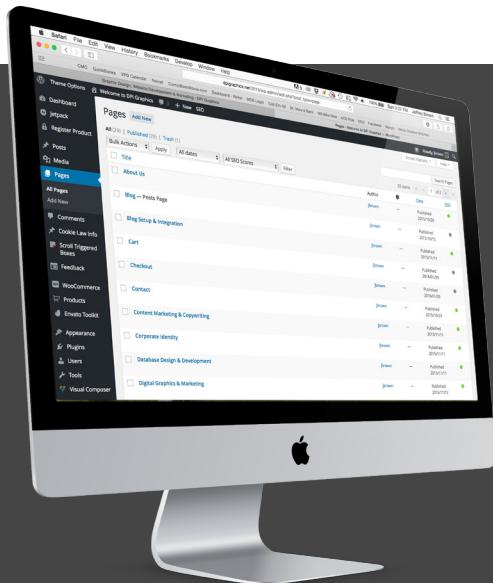
SOME OF OUR HAPPY CLIENTS



THE NITTY GRITTY...

At the end of the day, you want to know what it is we know and if we are a good fit for your business. Well, here it is: Our expertise, knowledge and experience is delineated below, right down to the nitty gritty. Still not sure? Contact us - our knowledge and experience is so vast that we've probably missed a nugget or two of wisdom here and there.

We're on social media and we can be reached via email, phone and carrier pigeon. Ok, no carrier pigeon, but I think you understand where we're coming from. Drop us a line and let's get started!



Adobe InDesign



Adobe Illustrator



Adobe Photoshop



Dreamweaver



Wordpress



Social Media



JEFFREY BROWN

Jeffrey Brown is the owner and the one-man-creative-team behind DPi Graphics. Jeff has worked in a variety of fields in the printing industry including two newspapers, two commercial printers and a large printing and marketing firm. He holds a Bachelor's Degree in Fine Arts from the University of Hartford and an Associates Degree in Website Development from Nashua Community College. His 20 years of knowledge and experience, both as an employee and operating as DPi Graphics, has given him the ability to create solutions for a variety of clients in a wide range of industries.



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 pixelated. 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 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.

*Royalty free means material (such as images, photography, logos, etc.) that may be used for profit, without paying royalties. A royalty is a fee for the use of some artwork that is copyrighted.

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:

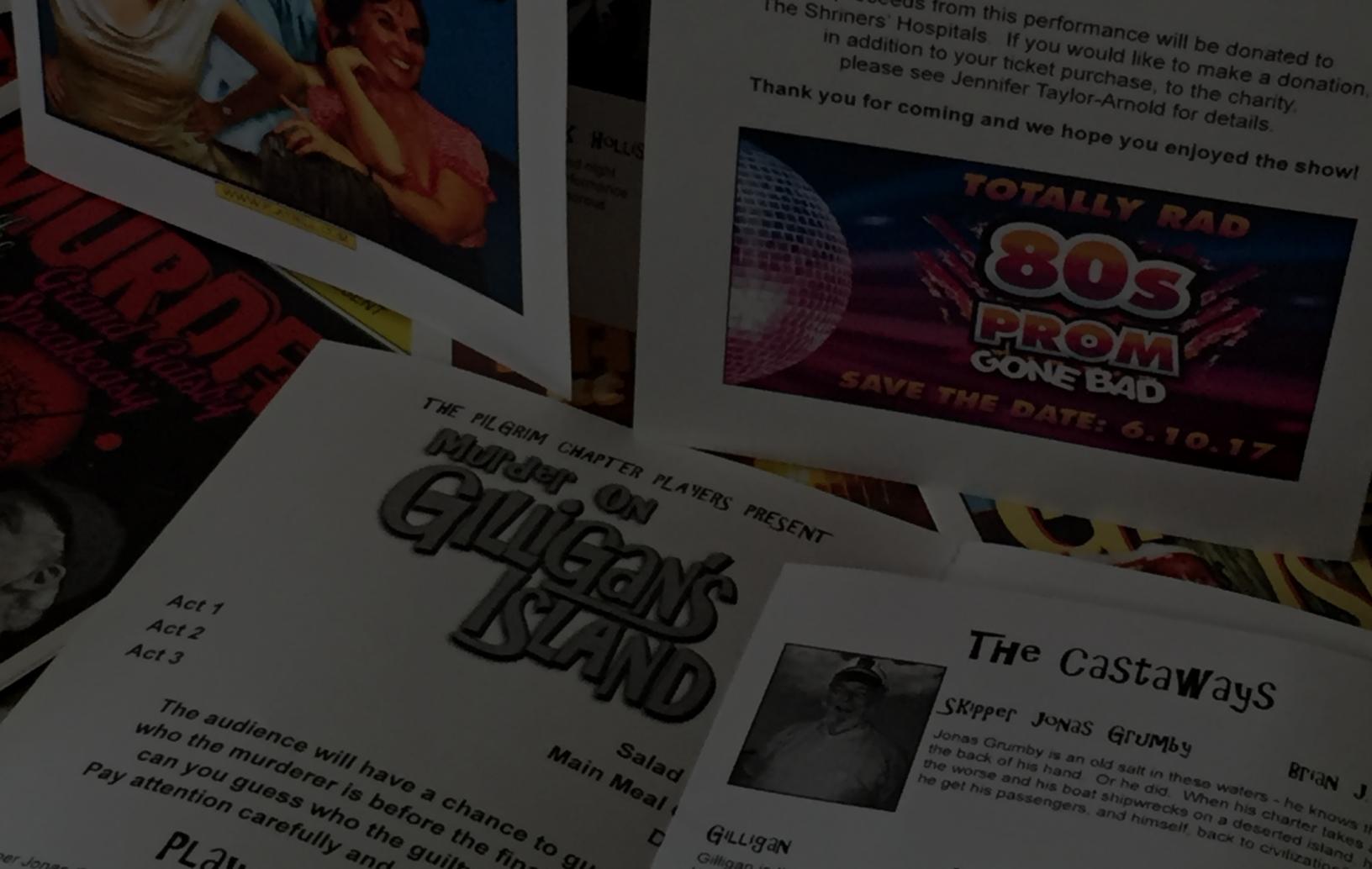
1. PERSONAL/COMPANY CHECK:

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. 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@dpgraphics.net or by phone at 603.320.7010.



32 Embassy Ave
Hooksett, NH 03106

jbrown@dpgraphics.net
www.dpgraphics.net



Have you bookmarked our web page?
www.dpgraphics.net