



OPTIC | JAM

Price List
2022-2023



Price List

Please find our price list below. If you can't find what you are looking for, get in touch with us at contact@opticjam.com.

1. ADVERTISING

ITEM	PRICE (excl. VAT)
Advertising campaigns	From £175
Email campaigns	From £125
Panel adverts (for digital media)	From £60
Panel adverts (for print media)	From £75
Social media posts	From £25
Facebook Pay-Per-Click (PPC) campaign	From £90 +budget
Google Ads campaign	From £90 +budget
Microsoft Bing Ads campaign	From £90 +budget

2. BRANDING

ITEM	PRICE (excl. VAT)
Brand style guidelines	From £90
Full Rebrand	From £750
Logos	From £175
Business cards	From £45
Compliment slips	From £45
Email signatures	From £30
Form templates	From £90
Letterheads	From £60
Notepads	From £45
Postcards	From £45
Report templates	From £90
Seasonal cards	From £60
Year planners	From £90

3. CONTENT

ITEM	PRICE (excl. VAT)
Copy-editing	From £30 per hour
Copywriting	From £50 per hour
Proofing	From £25 per hour
Articles	From £150
Blog posts	From £90
Case studies	From £200
Original research	From £500

4. DESIGN

ITEM	PRICE (excl. VAT)
Banners	From £60
Billboards	From £90
Brochures	From £150
Catalogues	From £250
Flyers	From £60
Menus	From £90
Posters	From £75
Presentations	From £150
Print media (directories, newsletters, reports)	From £150
Roller banner	From £90
Artwork	From £90 per hour
Concept art	From £90 per hour
Illustrations	From £90 per hour
Infographics	From £120
Panel adverts (for digital media)	From £60
Panel adverts (for print media)	From £75
Packaging design	From £350
Product design	From £500

Signage and displays	From £250
Wraps	From £350
Website banner	From £60
Website page design	From £90

We're proud to partner with Optic Muse, our *full-service* digital agency. From data analytics and digital marketing to research and web development, Optic Muse has you covered.



For more info, visit www.opticmuse.com