

Every advisor's needs are unique. For convenience and transparency, we have included a pricing list exclusively for advisors affiliated with Private Advisor Group. No long-term engagement or contract required. Choose from a list of commonly requested stand-alone deliverables or check out our packages for increased savings and efficiency.



MARKETING FILE DELIVERABLES

Prices include the creation and delivery of digital files and assumes the client will use these files with the vendors of their choice for printing, hosting, and any other outside production costs.

| ITEM | DESCRIPTION | STARTING PRICE |
|---|---|----------------|
| Logo Development | Includes 3 initial concepts. Final files will be provided in vector, jpg, and png format | \$750 |
| Business Cards | Design and layout (front and back) for up to 5 team members | \$250 |
| Letterhead/Folder | Logo must be given in vector format (EPS, AI) with outlined fonts OR high resolution with transparent background | \$250 each |
| Marketing Flyer/Brochure | Pricing dependent upon project specifications as well as whether content and images are provided by client or Tangram Sky | \$500+ |
| Website Content | Pricing dependent upon number of pages - optimized text for web use delivered ready for theme or template chosen | \$1,500+ |
| Professional Individual Biography | Professional background biography for use on website, LinkedIn, etc. | \$215 |
| Google Business / Maps Set Up | Optimize business details (name, address, description, etc.) for visibility in local Google search listings (+imagery) | \$250 |
| Social Media Channel Profile / Cover Images | Create profile and cover images using current specifications for social media accounts | \$70/channel |

PACKAGE PRICING

Logo + Business Card Design (Up to 5 Team Members) | \$900

Stationery Package (Business Cards, Letterhead, Folder) | \$500

Stationery Package (Business Cards, Letterhead, Folder & One-Page Flyer) | \$1,050

Social Media Profile & Cover Package: FB, Twitter, LinkedIn (business), GMB, and YouTube (5) | \$350

CLARIFICATIONS & EXCLUSIONS

1. Individual scope of work (proposal) is required for each project and must be signed by the individual responsible for payment.
2. At least 50% of payment must be paid prior to project commencement.
3. **Creative Brief** and/or **Content Questionnaire** (along with **Individual Biographies** and any additional questionnaires, if applicable) must be completed and submitted to project manager digitally prior to kickoff call.
4. Kickoff call is not to exceed 60 minutes.
5. After final approval, any further revisions of content and/or design will incur additional charges.