



Freelance Graphic Design RATES

Effective Date:
April 1, 2026

Senior Level Designer
with over 30 years of experience

PROJECT TYPE	DESIGNERS UNION	ARTISTS GUILD	JUDY REYNOLDS DZYN.co
Logo Design/Branding Guidelines	\$1,000 - \$5,000	\$1,000 - \$5,000	\$750 - \$3,000
Retractable Banner/Tradeshow Booth	\$2,000 - \$10,000	*	\$500 - \$5,000+
Website Design (Basic) (No E-commerce)	\$1,000 - \$3,000	\$2,000 - \$10,000	\$1,000 - \$6,000+
E-blast (Constant Contact branded template)	\$100 - \$500+	\$150 - \$250+	\$100 - \$400+
Flyer/Poster/Magazine Ad	\$300 - \$700	\$200 - \$400	\$200 - \$500
Trifold brochure	\$900 - \$1,500+	\$1,000 - \$1,500+	\$600 - \$1,000+
Postcard Mailer	\$150+ per hour	\$150 - \$1,000	\$300 - \$500+
Vehicle Wrap/Door Magnets/Decals	\$1,000+	*	\$300 - \$2,000+
Business Cards/Letterhead/Stationary	\$300 - \$500	up to \$2,500	\$300 - \$500+
Social Media Posts (instagram + facebook)	\$50 - \$250+	\$75 - \$1,200	\$50 - \$250+
Campaign/Presentation Folders	\$150 - \$200 (per hour)	\$300 - \$1,500+	\$300 - \$1,500+
Magazine/Catalog (32+ pages)	\$1,280 - \$3,200	*	\$1,000 - \$5,000+
Photoshop Edits	\$50 - \$150+ (per hour)	\$80 - \$150+ (per hour)	\$50 - \$150+ (per hour)
Calendar	*	\$300 - \$1,500+	\$300 - \$1,500+
Door Hanger	\$100 - \$300	\$50 - \$350+	\$100 - \$300+
Average Hourly Rate	\$150+ (per hour)	\$200+ (per hour)	\$100 (per hour)

* Comparable price range not listed or currently not offered.

All price ranges will be clearly discussed prior to the beginning of each project and agreed upon before work starts. **A 50% down payment is required on website design, vehicle wraps, tradeshow booths, magazine and catalog design, and any project that will take months to complete.**

Prices all vary based on each project. Some projects that have no changes or very few revisions will be on the lower end of the range listed above. Those that will require numerous revisions, several design samples

to choose from, or exceeds the normal time frame allocated, will be on the higher end.

For edits made to existing projects that have been already designed in the past, those projects will be placed on my new hourly rate.

If for any reason you are unable to work with the new rates, please discuss this with me and I can arrange to have your art files sent to you electronically or placed on a flash drive or external drive (at your expense).