

Lisa Raffaelli

Developing design deliverables that elevate, differentiate and function on-brand and on-strategy

82 Highwood Avenue, Midland Park NJ • Tel: 201.953.3632 • turnkeydesigning@gmail.com

CREATIVE COSTS FOR MARKETING 2021

SOCIAL MEDIA	ITEM	PRICE
01	FACEBOOK POSTS	\$200
02	FACEBOOK CAROUSEL ADVERTISING	\$300
03	SOCIAL MEDIA ADS	Starting at \$50
04	E-MAIL CREATIVE	\$300
05	FLASH LP HEADERS/ SOP MAIN IMAGES	\$250
06	FLASH OMA'S / SOP THUMBNAILS	\$100
07	ANIMATED GIF FILES	Starting at \$100
08	EMAIL SIGNATURES	\$200
BANNERS	LAYOUT / DESIGN / PHOTOS / TYPESETTING / COPY	
09	INDEPENDENT SITE BANNERS / STATIC	Starting at \$100
10	RAB / RIDE ALONG BANNER / STATIC	\$200
11	LANDING PAGE HEADERS	\$175
12	SOP THUMBNAILS	\$75
13	SOP MAIN IMAGES	\$200
14	SOP OMA'S	\$125
15	RE-SIZING BANNERS	Starting at \$50
COLATERAL	LAYOUT / DESIGN / PHOTOS / TYPESETTING / COPY	
16	HOTEL FACT SHEET 2 PAGE / 4 PAGE	\$475 / \$675
17	HOTEL BROCHURE 2 PAGE / 4 PAGE	\$550/\$750
18	HOTEL BROCHURE 6 PAGE / 8 PAGE	\$950/\$1100
19	HOTEL FACILITY GUIDE W/ INSERTS	Starting at \$1000
20	HOTEL COLLATERAL / WEDDING /ROOM SERVICE	NEGOTIATE
21	RENOVATION ITEMS / POSTERS / WRAPS	NEGOTIATE
22	MISCELLANEOUS ITEMS CALL FOR ESTIMATE	NEGOTIATE
PHOTO	RETOUCHING / PER HOUR PRICE	\$75
EVENTS/MENUS	LAYOUT / DESIGN / PHOTOS / TYPESETTING / COPY	
23	CATERING MENUS	Starting at \$100
24	EVENT INVITATIONS / POSTERS	\$150 / \$200
25	FOOD & BEVERAGE MENUS	Starting at \$100



SOCIAL MEDIA	ITEM	PRICE
26	FLYER DESIGN & LAYOUT FOR SALES	\$200
27	EDIT CHARGES AFTER FOURTH ROUND	\$50
28	FRONT DESK / INSERTS / INFORMATIONAL	Starting at \$50
29	FULL PAGE ADS	\$300
30	HALF PAGE ADS	\$250
31	QUARTER PAGE ADS	\$100
32	INVITATIONS / E-VITES / SAVE THE DATE	Starting at \$100
33	DIRECT MAIL DESIGN / LAYOUT	\$200
34	LOGO DESIGN	Starting at \$1000
35	BRAND BOOK DESIGN	Starting at \$750

Creative Services/Design Work

- Maintain brand consistency and standards in look, feel and execution of messaging.
- Design marketing materials for sales, online and social media advertising, event-related graphics, advertisements, logos, photoshoots and content pieces used on property.
- Create a consistent brand experience through traditional graphic design, creating customized marketing materials and developing digital properties, including websites banners, social media, and digital advertising.
- Work with a cross-functional teams to provide print and digital ads as well as digital design that enhances your brands and experience online.

Required Skills/Abilities:

- Excellent organizational skills and attention to detail, accuracy, and quality.
- Continual focus on improvement, innovation, and creative development.
- Ability to adapt to the changing needs of the company or department.
- Exceptional time management skills with a proven ability to meet deadlines.
- Ability to portray a cooperative, professional, and positive attitude towards customers, managers, and other co-workers.
- Ability to multi-task in a flexible environment with minimum supervision.

Portfolio of creative work demonstrating business-to-business experience in both offline and digital design.

A Monthly Retainer \$3000 covers the broad scope of design projects and more that have been outlined above. If you have any questions please feel free to contact me to discuss further.

Thank you,
Lisa Raffaelli



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Two sided Fact Sheet



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Your group business is important to us and we look forward to welcoming you to the all new Sheraton Los Angeles San Gabriel Hotel. Your next discovery: A great deal.

HOTEL FEATURES:

- 288 Guestrooms including 17 suites
- More than 15,000 square feet of function space includes the Grand Ballroom with 27-foot ceilings
- Ballroom features state-of-the-art LED screens
- Executive Boardroom with adjoining meeting room
- Outdoor pool with deck to host private receptions for up to 80 people
- Mandarin speaking Concierge Service
- Afternoon Tea Service
- 24-Hour Fitness Center / On-site Spa Service
- Two dining options / EST Prime Steakhouse and Lobby Bar and Lounge

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Better choices for Corporate Meetings. Select ONE of the following value adds when you book by March 31, 2018 for arrival before December 31, 2018:

- 50% off room rental with a minimum food and beverage
- Triple SPG Points
- Valet parking rates reduced to \$10 per car
- 10% off audio visual charges

Take advantage of this special offer. Contact the Catering Office at 626-607-2038 to book by **March 31, 2018 and for arrival before December 31, 2018**

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