

about image

EST. 2001

price list

CURRENT FROM AUGUST 2024



Design. Web. Print.

We are builders of beautiful brands and captivating web sites

Our mission is to create unforgettable design led communication that enables businesses to stand up, stand out and turn their ideas into extraordinary success.

If this is what you are after, you're in the right place.

Information	2
Our Services	
Graphic design	4
Logo design	
Business card design	
Rack card & post card design	
Letterhead design	
General graphic design	
Web design	6
Website packages & development options	
Domain name hosting	
Website hosting & care plans	
Printing	9
Digital printing	
Promotional material	11
Post cards, greeting cards & rack cards	
Flyers & brochures	
Pull-up banners/flags	
Stationery	16
Business cards	
Letterheads	
Compliment slips	
Photocopy	
Laminate & binding	17
Large format printing	18
Wide format posters	
Vinyl printing	
Our work	20
Our team	27
Testimonials	28

General Information

File format information

We can accept files in the following formats:

InDesign, Photoshop/Raster (psd, tif, jpg, png), Illustrator/Vector (ai, eps, pdf), Web formats (.html, .php, Wordpress, css), Word, Powerpoint, Excel. For printing we prefer files provided as pdf format. This ensures there are no issues with formatting or missing fonts.

Supplied files

Download and Set-up Fee: \$15.00 + GST

To check your supplied file for formatting issues, page layout, font availability and to set up for print (impose, bleed, crop marks etc).

Please note: If we have to resize, correct, or manipulate your file in any way, this time will be charged at \$100.00 per hour + GST.

All pricing is GST exclusive.

For our Terms and Conditions of trade, please visit: aboutimage.co.nz/terms.

Marketing mind dump

It's time to think about your Business!
aboutimage.co.nz/marketing-mind-dump



Our Services

- Company branding, graphic design, logos
- Web design, web hosting, domain management
- Digital printing, colour & black/white
- Poster and canvas printing
- Laminating
- Binding
- Signage & vinyl labels
- Stationery - business cards, letterheads, compliment slips
- Building and vehicle signage
- Billboards, banners, flags, display stands
- Brochures, DLE flyers, rack cards
- Newsletters - printed & web based
- Wedding stationery/ invitations
- Company profiles, annual reports
- Information packs and catalogues
- Manuals, document covers
- Menus, loyalty cards
- Product packaging
- Clothing labels, swing tags
- Christmas cards, postcards
- Magazine and newspaper adverts
- Posters
- Illustration ... and more!

Start-Up business packages

So, you're preparing to launch a business?
aboutimage.co.nz/start-up-business



All pricing is GST exclusive.



Graphic Design

Why a bespoke Logo

Having a strong brand identity is crucial for any business, and a key element of this is a bespoke logo. A logo serves as a visual representation of a company, and a well-designed one can effectively communicate the company's values, personality, and message to potential customers. Additionally, it can help differentiate the company from its competitors.

Our team of talented designers is here to help you create a compelling logo that captures the essence of your brand. We provide designs that not only grab attention but also drive high conversion rates. Our content inspires action and will help lead your business towards a successful future.

Graphic Design

Logo design - simple from \$350

Logo design - custom/bespoke from \$500

Business card design From \$375

General graphic design \$100 per/hour

General design alterations, additions and corrections to any new or existing artwork.

Photos \$30 per image

Royalty free stock images

Project management POA

Launching a new business or planning a marketing campaign can be an overwhelming experience. If you're feeling this way, know that you're not alone.

At our company, we have helped many businesses navigate this process successfully. We can create a relevant roadmap to guide you along the way towards a successful outcome. Additionally, we can provide expert advice on which marketing avenues are best suited for your business.

All pricing is GST exclusive.

Web design

General web design: \$120 per/hour

In today's digital age, having a website is crucial for multiple reasons. Firstly, it offers individuals and businesses an online presence, enabling them to reach a broader audience and establish their credibility. This platform also allows them to showcase their products, services, and expertise.

Secondly, a website serves as a communication and interaction platform with customers, clients, and stakeholders, providing them with information and support.

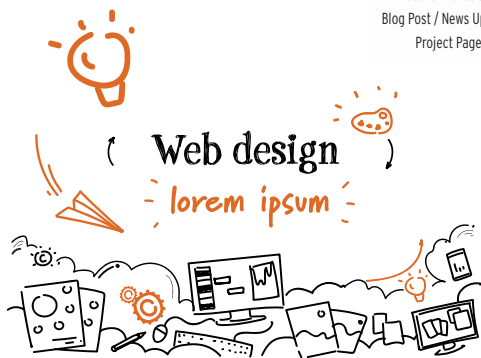
Moreover, having a website improves search engine visibility, increases brand awareness, and generates leads and sales. Overall, it is a valuable investment for anyone looking to establish an online presence and grow their business or personal brand.

We specialize in designing and building user-friendly, engaging, and high-performance websites that are beautiful both inside and out. From managing content in the backend to delivering a sophisticated and innovative user experience on the frontend, we ensure an exceptional website that meets all your needs.

Web Matrix Pricing Guide

Pricing is an indication only.

starter from \$1250	intermediate from \$2250	advanced from \$3200	enterprise from \$4000+
BASIC STARTER WEBSITE	SMALL – MEDIUM BUSINESS	MEDIUM – FEATURE PACKED	LARGE – FEATURE PACKED
Visual website Identity	Visual website Identity	Visual website Identity	Visual website Identity
Mobile optimised	Mobile optimised	Mobile optimised	Mobile optimised
Add images and text	Add images and text	Add images and text	Add images and text
Home page	Home page	Home page	Home page
Contact page	Contact page	Contact page	Contact page
Enquiry Form	Enquiry Form	Enquiry Form	Enquiry Form
Location Map	Location Map	Location Map	Location Map
Social Media Links	Social Media Links	Social Media Links	Social Media Links
	CMS - Self-editable Content	CMS - Self-editable Content	CMS - Self-editable Content
	Additional General Info	Additional General Info	Additional General Info
	Pages	Pages	Pages
	Analytics / statistics	Analytics / statistics	Analytics / statistics
	Photo Gallery	Photo Gallery	Photo Gallery
	Header Image Carousel	Header Image Carousel	Header Image Carousel
	Testimonials	Testimonials	Testimonials
		Affiliation Logos & Links	Affiliation Logos & Links
		E-newsletter System	E-newsletter System
		Social Media Integration	Social Media Integration
		Search Function	Search Function
		Blog Post / News Updates	Blog Post / News Updates
		Project Page	Project Page
			Search Engine Optimisation
			E-commerce
			Members Area
			Booking System
			Sports Team Management
			Real Estate Property Management
			Advertising Management
			Employee Inductions
			Employee Training



All pricing is GST exclusive.

Web Hosting & Domain

Domain name

\$50.25 per annum

The domain name is an annual fee to secure your website address.

Website hosting

from \$35 per month

A fee to lease space on our dedicated web server which allows your website to be available to the public.

Printing

A4 printing – copy paper

Design is additional and charged at \$100 + GST per hour.

Printed on 80gsm stock (Price shown per unit)

Qty	Colour	Colour	Black	Black
Price Per Unit	Single Sided	Double Sided	Single Sided	Double Sided
> 50	\$0.82	\$1.41	\$0.47	\$0.59
50 +	\$0.65	\$1.06	\$0.37	\$0.47
100 +	\$0.49	\$0.72	\$0.28	\$0.35

Printing

A4 printing – paper

Design is additional and charged at \$100 + GST per hour.

Printed on 113gsm silk stock (Price shown per unit)

Qty Price Per Unit	Colour Single Sided	Colour Double Sided	Colour Black Reverse	Black Single Sided	Black Double Sided
> 50	\$2.85	\$3.79	\$2.97	\$1.98	\$2.15
50 +	\$2.54	\$3.38	\$2.65	\$1.77	\$1.92
100 +	\$2.23	\$2.79	\$2.33	\$1.55	\$1.69
250 +	\$1.92	\$2.56	\$2.00	\$1.34	\$1.45
500 +	\$1.61	\$2.14	\$1.68	\$1.12	\$1.22
1000 +	\$1.36	\$1.81	\$1.42	\$0.95	\$1.03

A4 printing – card

Design is additional and charged at \$100 + GST per hour.

Printed on 300gsm card (Price shown per unit)

Qty Price Per Unit	Colour Single Sided	Colour Double Sided	Colour Black Reverse	Black Single Sided	Black Double Sided
> 50	\$4.75	\$5.69	\$4.87	\$3.93	\$2.94
50 +	\$4.23	\$5.07	\$4.34	\$3.50	\$2.62
100 +	\$3.37	\$4.46	\$3.81	\$3.07	\$2.30
250 +	\$3.20	\$3.84	\$3.92	\$2.65	\$1.98
500 +	\$2.68	\$3.22	\$2.76	\$2.22	\$1.66
1000 +	\$2.26	\$2.71	\$2.32	\$1.87	\$1.40

All pricing is GST exclusive.

Printing

A3 printing – paper

Design is additional and charged at \$100 + GST per hour.

Printed on 113gsm silk stock (Price shown per unit)

Qty Price Per Unit	Colour Single Sided	Colour Double Sided	Colour Black Reverse	Black Single Sided	Black Double Sided
> 50	\$5.69	\$7.58	\$5.94	\$4.05	\$4.31
50 +	\$5.07	\$6.76	\$5.30	\$3.61	\$3.84
100 +	\$4.46	\$5.93	\$4.65	\$3.17	\$3.37
250 +	\$3.84	\$5.11	\$4.01	\$2.73	\$2.90
500 +	\$3.22	\$4.29	\$3.36	\$2.29	\$2.44
1000 +	\$2.71	\$3.61	\$2.83	\$1.93	\$2.05

A3 printing – card

Design is additional and charged at \$100 + GST per hour.

Printed on 300gsm card (Price shown per unit)

Qty Price Per Unit	Colour Single Sided	Colour Double Sided	Colour Black Reverse	Black Single Sided	Black Double Sided
> 50	\$9.49	\$11.38	\$9.74	\$7.85	\$8.11
50 +	\$8.46	\$10.15	\$8.69	\$7.00	\$7.23
100 +	\$7.43	\$8.91	\$7.63	\$6.15	\$6.35
250 +	\$6.40	\$7.67	\$6.57	\$5.30	\$5.47
500 +	\$5.37	\$6.44	\$5.51	\$4.44	\$4.59
1000 +	\$4.52	\$5.42	\$4.64	\$3.74	\$3.86

Promotional Material

Postcards

Design is additional and charged at \$100 + GST per hour.

148×105mm printed on 300gsm card (Price shown per unit)

Qty Price Per Unit	Colour Single Sided	Colour Double Sided	Colour Black Reverse	Black Double Sided
> 50	\$1.19	\$1.42	\$1.22	\$1.01
50 +	\$1.06	\$1.27	\$1.09	\$0.90
100 +	\$0.93	\$1.11	\$0.95	\$0.79
250 +	\$0.80	\$0.96	\$0.82	\$0.68
500 +	\$0.67	\$0.80	\$0.69	\$0.57
1000 +	\$0.57	\$0.68	\$0.58	\$0.48

Greeting cards

Design is additional and charged at \$100 + GST per hour.

148×210mm folded. Printed on 300gsm card (Price shown per unit)

Qty Price Per Unit	Colour Single Sided	Colour Double Sided	Colour Black Reverse	Black Double Sided
> 50	\$2.37	\$2.85	\$2.44	\$2.03
50 +	\$2.12	\$2.54	\$2.17	\$1.81
100 +	\$1.86	\$2.23	\$1.91	\$1.59
250 +	\$1.60	\$1.92	\$1.64	\$1.37
500 +	\$1.34	\$1.61	\$1.38	\$1.15
1000 +	\$1.13	\$1.36	\$1.16	\$0.97

All pricing is GST exclusive.

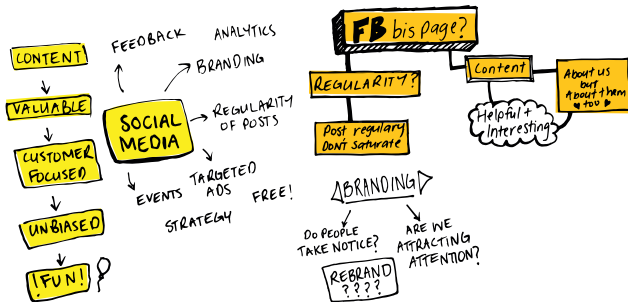
Promo Printing

Rack cards

Design is additional and charged at \$100 + GST per hour.

210×99mm printed on 300gsm card (Price shown per unit)

Qty Price Per Unit	Colour Single Sided	Colour Double Sided	Colour Black Reverse	Black Double Sided
> 50	\$1.58	\$1.90	\$1.62	\$1.90
50 +	\$1.41	\$1.69	\$1.45	\$1.69
100 +	\$1.24	\$1.49	\$1.27	\$1.49
250 +	\$1.07	\$1.28	\$1.10	\$1.28
500 +	\$0.89	\$1.07	\$0.92	\$1.07
1000 +	\$0.75	\$0.90	\$0.77	\$0.90



Promo Printing

A5 flyers

Design is additional and charged at \$100 + GST per hour.

210×148mm printed on 113gsm silk (Price shown per unit)

Qty Price Per Unit	Colour Single Sided	Colour Double Sided	Colour Black Reverse	Black Double Sided
> 50	\$1.42	\$1.90	\$1.49	\$1.08
50 +	\$1.27	\$1.69	\$1.32	\$0.96
100 +	\$1.11	\$1.48	\$1.16	\$0.84
250 +	\$0.96	\$1.28	\$1.00	\$0.73
500 +	\$0.80	\$1.07	\$0.84	\$0.61
1000 +	\$0.68	\$0.90	\$0.71	\$0.51

A6 flyers

Design is additional and charged at \$100 + GST per hour.

148×105mm printed on 113gsm silk (Price shown per unit)

Qty Price Per Unit	Colour Single Sided	Colour Double Sided	Colour Black Reverse	Black Double Sided
> 50	\$0.71	\$0.95	\$0.74	\$0.54
50 +	\$0.63	\$0.84	\$0.66	\$0.48
100 +	\$0.56	\$0.74	\$0.58	\$0.42
250 +	\$0.48	\$0.64	\$0.50	\$0.36
500 +	\$0.40	\$0.54	\$0.42	\$0.30
1000 +	\$0.34	\$0.45	\$0.35	\$0.26

All pricing is GST exclusive.

Promo Printing

DL flyer

Design is additional and charged at \$100 + GST per hour.

210×99mm printed on 113gsm silk (Price shown per unit)

Qty Price Per Unit	Colour Single Sided	Colour Double Sided	Colour Black Reverse	Black Double Sided
> 50	\$0.93	\$1.25	\$0.98	\$0.43
50 +	\$0.83	\$1.11	\$0.87	\$0.39
100 +	\$0.73	\$0.98	\$0.76	\$0.34
250 +	\$0.63	\$0.84	\$0.66	\$0.29
500 +	\$0.53	\$0.71	\$0.55	\$0.25
1000 +	\$0.45	\$0.60	\$0.47	\$0.21

DLE brochures (tri-fold)

Design is additional and charged at \$100 + GST per hour.

Printed on 113gsm silk, folded to 210×99mm (Price shown per unit)

Qty Price Per Unit	Colour Double Sided	Black Double Sided	Colour Black Reverse
> 50	\$3.79	\$2.15	\$2.97
50 +	\$3.38	\$1.92	\$2.65
100 +	\$2.79	\$1.69	\$2.33
250 +	\$2.56	\$1.45	\$2.00
500 +	\$2.14	\$1.22	\$1.68
1000 +	\$1.81	\$1.03	\$1.42

Promotional Products

Pull-up banner

Design is additional and charged at \$100 + GST per hour.

- 2000 × 850mm
- Printed on synthetic stock
- Aluminum framing
- Carry bag included

Complete Unit	\$350 *
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Replacement Print/Skin	\$300 *
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* Includes installation into unit.



Feather or teardrop advertising flags

Design is additional and charged at \$100 + GST per hour.

Single Sided

Flag & pole - 2.2m	\$300
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Flag & pole - 3.5m	\$375
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Flag & pole - 4.8m	\$465
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Double Sided

Flag & pole - 2.2m	\$375
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Flag & pole - 3.5m	\$465
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Flag & pole - 4.8m	\$570
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Bases

Fixed cross base	\$105
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Flat steel base	\$150
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Steel spike	\$85
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Angle mount	\$85
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Upright mount	\$85
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Fixed cross base



Flat steel base



Steel spike



Angled mount



Upright mount

All pricing is GST exclusive.

Stationery

Business cards

Design is additional and charged at \$100 + GST per hour.

The options below are printed on 300 or 400gsm card

Qty	Black Single Sided	Black Double Sided	Colour Single Sided	Colour Double Sided	Colour Black Reverse
50x	\$28.20	\$29.67	\$33.36	\$40.00	\$34.25
100x	\$49.57	\$52.16	\$58.65	\$70.33	\$60.21
250x	\$108.01	\$113.66	\$127.80	\$153.24	\$131.19
500x	\$184.18	\$193.82	\$217.93	\$261.32	\$223.71
1000x	\$304.69	\$320.64	\$360.52	\$432.31	\$370.10

Laminated Cards: add \$0.30 per card

Letterheads

Design is additional and charged at \$100 + GST per hour.

A4 single sided on 100 gsm paper (Price shown per unit)

Qty Price Per Unit	Colour Single Sided	Black and White Single Sided
> 50	\$2.28	\$2.05
50 +	\$2.03	\$1.83
100 +	\$1.78	\$1.60
250 +	\$1.53	\$1.38
500 +	\$1.29	\$1.16
1000 +	\$1.08	\$0.98

Laminating / Binding

Compliment slips

Design is additional and charged at \$100 + GST per hour.

210×99mm printed on 113gsm silk (Price shown per unit)

Qty Price Per Unit	Colour Single Sided	Black and White Single Sided
> 50	\$0.95	\$0.68
50 +	\$0.85	\$0.60
100 +	\$0.74	\$0.53
250 +	\$0.64	\$0.46
500 +	\$0.54	\$0.38
1000 +	\$0.45	\$0.32

Laminating

100 micron matt finish (Price shown per unit)

Size	Dimensions	Laminate
A4	210 × 297mm	\$8.50
A3	297 × 320mm	\$12.00

Binding

Includes clear cover and card backing (Price shown per unit)

Plastic Spiral or Wire Coil	\$9.50
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Large Format Print

Wide format posters

Design is additional and charged at \$100 + GST per hour.

Plan printing on 150gsm paper (Price shown per unit)

Size **Dimensions** **Black & White**

A2 420 × 594mm \$7.80

A1 594 × 841mm \$10.25

A0 841 × 1189mm \$12.70

SHORT TERM USE

Printed on 200gsm satin (Price shown per unit)

Size **Dimensions** **Full Colour**

A2 420 × 594mm \$25.75

A1 594 × 841mm \$39.00

A0 841 × 1189mm \$53.45

Printed on high quality photo satin (Price shown per unit)

Size **Dimensions** **Full Colour**

A2 420 × 594mm \$64.00

A1 594 × 841mm \$80.00

A0 841 × 1189mm \$102.00

LONG TERM USE

Printed on high quality photo matt (Price shown per unit)

Size **Dimensions** **Full Colour**

A2 420 × 594mm \$46.00

A1 594 × 841mm \$59.00

A0 841 × 1189mm \$78.00

Vinyl Printing

Colour vinyl printing

Design is additional and charged at \$100 + GST per hour.

Printed on clear or white adhesive vinyl

- Signage
- Stickers and labels
- Banners
- Vinyl cut lettering
- Bumper stickers
- Indoor or outdoor use
- Cut to any shape

Price on application



Vinyl print on 5mm Coreflute

Design is additional and charged at \$100 + GST per hour.

Size	Price
600 × 300 mm	\$51.00 _{ea}
1200 × 600 mm	\$75.00 _{ea}
1200 × 2400 mm	\$217.00 _{ea}

Sticker & label printing

Design is additional and charged at \$100 + GST per hour.

Clear or white vinyl stickers (Price shown per unit)

Size	x250	x500	x1000	x2000
20 × 20mm	\$0.18 _{ea}	\$0.11 _{ea}	\$0.06 _{ea}	\$0.03 _{ea}
30 × 20mm	\$0.20 _{ea}	\$0.12 _{ea}	\$0.08 _{ea}	\$0.04 _{ea}
20 × 50mm	\$0.24 _{ea}	\$0.16 _{ea}	\$0.11 _{ea}	\$0.06 _{ea}
50 × 56mm	\$0.39 _{ea}	\$0.29 _{ea}	\$0.22 _{ea}	\$0.12 _{ea}

All pricing is GST exclusive.







TSB BOWL OF
BROOKLANDS











Our Team



Jenny Doherty
Managing Director
Administrator



Jade Morgan
Graphic & Web Design
Creative Director



Mark Jackson
Web Manager



Thomas Henderson
Design / Illustration



Sharon Hill
Print Production



Minnie Morgan
Head Security

What they say ...

We approached About Image about building a new website for us to help reflect the changes within our business. I was impressed with the concept Jade came up with us and felt he really understood what we were after. Jade made the process really easy and we are very happy with the new website

Brad Craig
Managing Director
La Nuova



When my business became too big to manage on Facebook I knew I needed a website. About Image was my first stop and yet again they didn't disappoint. From the initial enquiry to the finished website was so easy. I was also very surprised at how affordable it all was.

Within the first week of going live my business started growing in bookings and enquires. I had a deadline to make the most of my 1st LIVE day and yet again nothing was rushed to make it.

The combined knowledge of the whole team made sure my new website had the right technology included for future growth. Thank you all again I am thrilled with the work and the results.

If you're thinking a website might help your business, go have a chat to the About Image team you won't be disappointed.

Jo-Anne Boys
Owner



Jade and the team at About Image are fantastic to work with. They are creative, professional and deliver a quality end product every time. No job is too big or too small. You guys are awesome!!!"

Lydia Radich
Owner - New Plymouth Physio



The WITT Taranaki Science and Technology Fair is absolutely blown away with the outstanding customer service, support and expertise generously provided by About Image.

We, the WITT Taranaki Science and Technology Fair Committee, were looking to enhance our website to a higher quality and professional standard for the upcoming 2022 Science Fair Competition. It didn't take long to find out that About Image was a highly reputable boutique web and graphic design agency within the Taranaki Region.

As soon as we made contact, we understood why! Jenny, their customer service superstar, was warm, encouraging and had a "relationship first" mentality, which was something we were seeking. Jenny explained that About Image would be there to support us every step of the way, and that their service would be completely tailored to our needs.

Furthermore, the WITT Taranaki Science and Technology Fair Committee were so fortunate as to receive sponsorship from About Image, again showing their heart for our local community, and their shared goal of inspiring our future scientists, innovators and inventors.

It wasn't until Jade, our amazing web designer, started to get the website ready to go live, that we truly realised what made About Image such a special company. Not only did Jade go the extra mile, but his constant positive communication and professional advice was invaluable. The initiative that he took with the tiny details, and the time he spent investigating the best designs meant that our website became one that we were so proud to present to the 60+ schools within our Taranaki region.

We cannot express in words how grateful we are to About Image, and how fortunate we are to be working with a company that cares so much about our community. We look forward to continuing to grow in our working relationship with About Image, and we can't wait to see how our website continues to evolve and grow with our fair!

About Image – Thank you, so much.

Abi Knuf
Co-Manager
WITT Taranaki Science & Technology Fair





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