



# price list

about  
image

CURRENT FROM JUNE 2023



## 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.

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

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## Marketing mind dump

**It's time to think about your Business!**  
[aboutimage.co.nz/marketing-mind-dump](http://aboutimage.co.nz/marketing-mind-dump)



# our services

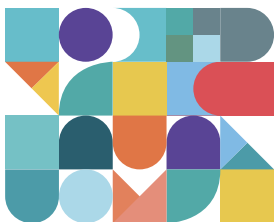
- Company branding, graphic design, logos
- Web design, web hosting, domain management
- Digital printing, colour & black/white
- Poster and canvas printing
- Laminating
- Binding
- Signage & vinyl labels
- Stationery - business cards, letterheads, compliment slips
- Building and vehicle signage
- Billboards, 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!

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## Start-Up business packages

**So, you're preparing to launch a business?**  
**[aboutimage.co.nz/start-up-business](http://aboutimage.co.nz/start-up-business)**





## 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.



## Web design

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 Mobile optimised Add images and text Home page Contact page Enquiry Form Location Map Social Media Links	Visual website Identity Mobile optimised Add images and text Home page Contact page Enquiry Form Location Map Social Media Links CMS - Self-editable Content Additional General Info Pages Analytics / statistics Photo Gallery Header Image Carousel Testimonials	Visual website Identity Mobile optimised Add images and text Home page Contact page Enquiry Form Location Map Social Media Links CMS - Self-editable Content Additional General Info Pages Analytics / statistics Photo Gallery Header Image Carousel Testimonials Affiliation Logos & Links E-newsletter System Social Media Integration Search Function Blog Post / News Updates Project Page	Visual website Identity Mobile optimised Add images and text Home page Contact page Enquiry Form Location Map Social Media Links CMS - Self-editable Content Additional General Info Pages Analytics / statistics Photo Gallery Header Image Carousel Testimonials Affiliation Logos & Links E-newsletter System Social Media Integration Search Function Blog Post / News Updates Project Page Search Engine Optimisation E-commerce Members Area Booking System Sports Team Management Real Estate Property Management Advertising Management Employee Inductions Employee Training

Web design

lorem ipsum

# web hosting & domain

## Domain name

**\$49.95 per annum**

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

## Website hosting

**\$30/month or \$360/annum**

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

## Managed web services

**From \$75 per month**

We want to keep your online resources secure and functioning properly. Outdated software and plugins increase the risk of hacking and can harm your online reputation.

With our Managed Services Agreements (MSAs), we can schedule and perform regular maintenance to keep your website at peak performance and help protect your online reputation.

A hacked website can affect your email's deliverability. Your email domain may get blacklisted and your legitimate emails may get flagged as spam. This can result in your emails not being delivered to your recipients' inbox or ending up in their spam folder.

It is crucial to take appropriate measures to secure your website by regularly updating your software and monitoring for suspicious activities.

We understand that this is not everyone's area of expertise, call us - we can help.

## 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	\$2.28	\$2.69	\$2.42	\$2.05	\$2.15
50 +	\$2.40	\$2.40	\$2.16	\$1.83	\$1.92
100 +	\$2.11	\$2.11	\$1.90	\$1.60	\$1.69
250 +	\$1.82	\$1.82	\$1.63	\$1.38	\$1.45
500 +	\$1.52	\$1.52	\$1.37	\$1.16	\$1.22
1000 +	\$1.28	\$1.28	\$1.15	\$0.98	\$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	\$4.26	\$4.64	\$4.37	\$3.99	\$2.94
50 +	\$3.80	\$4.13	\$3.89	\$3.56	\$2.62
100 +	\$3.34	\$3.63	\$3.42	\$3.12	\$2.30
250 +	\$2.87	\$3.13	\$2.94	\$2.69	\$1.98
500 +	\$2.41	\$2.62	\$2.47	\$2.26	\$1.66
1000 +	\$2.03	\$2.21	\$2.08	\$1.90	\$1.40

## 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	\$4.64	\$5.39	\$4.85	\$4.10	\$4.31
50 +	\$4.13	\$4.80	\$4.32	\$3.65	\$3.84
100 +	\$3.63	\$4.22	\$3.79	\$3.21	\$3.37
250 +	\$3.13	\$3.63	\$3.27	\$2.76	\$2.90
500 +	\$2.62	\$3.05	\$2.74	\$2.32	\$2.44
1000 +	\$2.21	\$2.57	\$2.31	\$1.95	\$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	\$8.52	\$9.27	\$8.73	\$7.98	\$8.19
50 +	\$7.60	\$8.27	\$7.78	\$7.11	\$7.30
100 +	\$6.67	\$7.26	\$6.84	\$6.25	\$6.41
250 +	\$5.75	\$6.25	\$5.89	\$5.38	\$5.52
500 +	\$4.82	\$5.25	\$4.94	\$4.51	\$4.63
1000 +	\$4.06	\$4.42	\$4.16	\$3.80	\$3.90

# 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	\$1.07	\$1.16	\$1.09	\$1.02
50 +	\$0.95	\$1.03	\$0.97	\$0.91
100 +	\$0.83	\$0.91	\$0.85	\$0.80
250 +	\$0.72	\$0.78	\$0.74	\$0.69
500 +	\$0.60	\$0.66	\$0.62	\$0.58
1000 +	\$0.51	\$0.55	\$0.52	\$0.49

## 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	\$2.13	\$2.32	\$2.18	\$2.05
50 +	\$1.90	\$2.07	\$1.95	\$1.83
100 +	\$1.67	\$1.81	\$1.71	\$1.60
250 +	\$1.44	\$1.56	\$1.47	\$1.38
500 +	\$1.21	\$1.31	\$1.23	\$1.16
1000 +	\$1.01	\$1.10	\$1.04	\$0.98

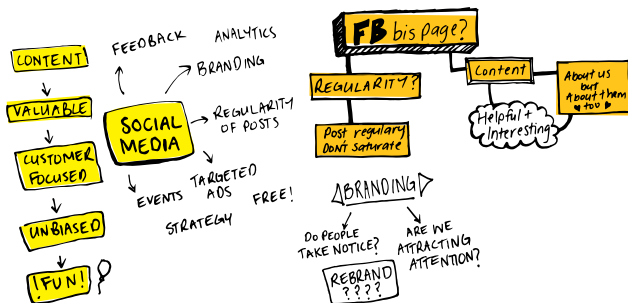
# promo printing

## 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	\$1.42	\$1.55	\$1.46	\$1.37
50 +	\$1.27	\$1.38	\$1.30	\$1.22
100 +	\$1.11	\$1.21	\$1.14	\$1.07
250 +	\$0.96	\$1.04	\$0.98	\$0.92
500 +	\$0.80	\$0.87	\$0.82	\$0.77
1000 +	\$0.68	\$0.74	\$0.69	\$0.65



## 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	\$1.16	\$1.35	\$1.21	\$1.08
50 +	\$1.03	\$1.20	\$1.08	\$0.96
100 +	\$0.91	\$1.05	\$0.95	\$0.84
250 +	\$0.78	\$0.91	\$0.82	\$0.73
500 +	\$0.66	\$0.76	\$0.69	\$0.61
1000 +	\$0.55	\$0.64	\$0.58	\$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	\$0.58	\$0.67	\$0.61	\$0.54
50 +	\$0.52	\$0.60	\$0.54	\$0.48
100 +	\$0.45	\$0.53	\$0.47	\$0.42
250 +	\$0.39	\$0.45	\$0.41	\$0.36
500 +	\$0.33	\$0.44	\$0.34	\$0.30
1000 +	\$0.28	\$0.32	\$0.29	\$0.26

# 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	\$0.68	\$0.77	\$0.81	\$0.42
50 +	\$0.61	\$0.69	\$0.72	\$0.37
100 +	\$0.53	\$0.60	\$0.63	\$0.33
250 +	\$0.46	\$0.52	\$0.54	\$0.28
500 +	\$0.39	\$0.44	\$0.46	\$0.24
1000 +	\$0.33	\$0.37	\$0.38	\$0.20

## 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	\$2.95	\$2.36	\$2.65
50 +	\$2.68	\$2.14	\$2.41
100 +	\$2.40	\$1.92	\$2.16
250 +	\$2.12	\$1.69	\$1.90
500 +	\$1.83	\$1.47	\$1.65
1000 +	\$1.54	\$1.23	\$1.38



# 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 *
Replacement Print/Skin	\$300 *

\* 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
Flag & pole - 3.5m	\$375
Flag & pole - 4.8m	\$465

### Double Sided

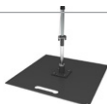
Flag & pole - 2.2m	\$375
Flag & pole - 3.5m	\$465
Flag & pole - 4.8m	\$570

### Bases

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



Fixed cross base



Flat steel base



Steel spike



Angled mount



Upright mount



## 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	\$37.10	\$38.07	\$39.61	\$43.11	\$40.51
100x	\$65.14	\$66.86	\$69.57	\$75.70	\$71.28
250x	\$140.24	\$143.93	\$149.76	\$162.97	\$153.45
500x	\$235.24	\$241.43	\$251.21	\$273.37	\$257.40
1000x	\$380.00	\$390.00	\$405.80	\$441.60	\$415.80

**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	\$0.77	\$0.68
50 +	\$0.69	\$0.61
100 +	\$0.60	\$0.53
250 +	\$0.52	\$0.46
500 +	\$0.42	\$0.39
1000 +	\$0.37	\$0.33

## 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



## Sticker & label printing

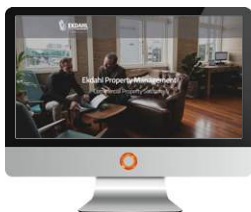
Design is additional and charged at \$100 + GST per hour.

Clear or white vinyl stickers (Price shown per unit)

Size	x250	x500	x1000	x2000
20 × 20mm	\$0.18 <sub>ea</sub>	\$0.11 <sub>ea</sub>	\$0.06 <sub>ea</sub>	\$0.03 <sub>ea</sub>
30 × 20mm	\$0.20 <sub>ea</sub>	\$0.12 <sub>ea</sub>	\$0.08 <sub>ea</sub>	\$0.04 <sub>ea</sub>
20 × 50mm	\$0.24 <sub>ea</sub>	\$0.16 <sub>ea</sub>	\$0.11 <sub>ea</sub>	\$0.06 <sub>ea</sub>
50 × 56mm	\$0.39 <sub>ea</sub>	\$0.29 <sub>ea</sub>	\$0.22 <sub>ea</sub>	\$0.12 <sub>ea</sub>



















# 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





Phone: 06-75 75 123

[hello@aboutimage.co.nz](mailto:hello@aboutimage.co.nz)

[www.aboutimage.co.nz](http://www.aboutimage.co.nz)

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