

# Design & Production Rate Card

## Greater Rochester International Airport



effective June 1, 2007

### DIORAMAS

**Single Unit** [57.5" x 47.5"] Design Fee=\$250/concept

50% Down		Install Only	
Prod & Install	Fee/Ad	Prod & Install	Fee/Ad
1x	195		75



### HOSPITALITY KIOSK

**Backlit TI** [16"x 14"|16"x 28"|32 x 28"] Design Fee=\$175/concept

	50% Down		Install Only	
	Prod & Install	Fee	Prod & Install	Fee
16"x14"	150	40		
16"x28"	200	55		
32"x28"	260	75		



### DIORAMAS

**Tri-Panels** [96" x 48"] Design Fee=\$200/concept

50% Down		Install Only	
Prod & Install	Fee/Ad	Prod & Install	Fee/Ad
1x	675		100



### RESTAURANT MENU BOARD

**Menu & Cardholder** [18" x 14"] Design Fee=\$150/concept

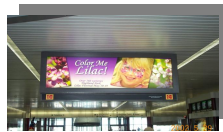
	50% Down		Install Only	
	Prod & Install	Fee/Ad	Prod & Install	Fee/Ad
1x	150	40		



### COLORAMAS

**Double Sided** [40" x 124"] Design Fee=\$300/concept

50% Down		Install Only	
Prod & Install	Fee/Side	Prod & Install	Fee/Side
1x	800		125



### FLASH ON FIDS (Flight Information Data System)

**:20 sec long animation** Design Fee=varies

	50% Down		Install Only	
	Prod & Install	Fee/Ad	Prod & Install	Fee/Ad
1x	475	50		

\* based on 5 hours animation development with all graphic elements provided by client  
Development in excess of 5 hours @ rate of \$85/hour.



- ▶ Production and Installation fees are per advertisement for the quantities specified. Design fees are per concept.
- ▶ Down payments must be met with checks payable to "Growth Marketing" before any creative or production work can begin. 50% pre-payment also requires that balance of payment be met in net 30 days from completion of job.
- ▶ Advertisers are responsible for paying sales tax calculated for the County and State in which these services were sold, or they must provide a copy of either an tax exempt certificate or a blanket resale certificate.
- ▶ Design rate of \$85/hour is applied in addition to the standard fee if poor quality artwork is submitted by a client or agency. An added design fee will also be applied to major and/or multiple revisions to the spec art. There is a \$50 fee for size reformatting.

**Please direct all creative/production inquires to:**  
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 189 North Water Street  
 Rochester, NY 14604  
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