



ARTWORK PACKAGE GUIDE

THE LATEST SOFTWARE HAS really clever wizards which let you knock up a design in no time. But design isn't about knowing which buttons to press. It's about creating the mood, delivering the message and making the sale. Forgive us for sounding rude, but, if you want to look professional, leave it to the professionals. Good design sells. Fact. Bad design – or even just average design – may do more damage to your business than you might care to think. Trust us. We'd recommend you invest at least a third of your budget in sorting out some decent artwork. After all, it's not about how many items you distribute, it's about how many responses you get. Our design fees are probably a lot lower than you think. Look for the Artwork Package logo next to each item and refer to our separate Artwork Package details.



**VALUE
ARTWORK
PACKAGE**



**XTRA VALUE
ARTWORK
PACKAGE**



**STATIONERY
ARTWORK
PACKAGE**



**PROMOTIONAL
ARTWORK
PACKAGE**



**BROCHURE
ARTWORK
PACKAGE**



**BOOKLET
ARTWORK
PACKAGE**

TYPESSETTING	NO	YES	YES	YES	YES	YES
NO OF FREE COLOUR PROOFS*	1	2	2	4	2	2
LOGO DESIGN	NO	NO	YES	YES	YES	YES
PRICE	Rs. 600	Rs. 1200	Rs. 800	Rs. 3600	Rs. 800 per A4 page	Rs. 100 per A4 page