



# SERVICE LIST 2011

**artribe**  
ADVERTISING

DESIGN

WEB

HOST

PRINT

MEDIA

BIZ

design & marketing solutions

We are an **energetic** brand communication company that **fuses** out-of-the-box-**creativity** with design, that **sparks** businesses to **life**.

Our services include a wide range of print and digital media and our focus is to provide long term effective advertising solutions. In addition we offer support services and implement latest e-marketing technology to save you time and money.

We believe in the potential of people and igniting the passion that motivates them.

Join us and let your business spread like wild fire in **2011**.

View our portfolio at <http://www.artribe.co.za>

mail us... follow us...





# SERVICE LIST 2011

## Please note

Marketing & design services are typically priced by taking the criteria of objective, time and complexity into consideration, so that our final quote to you will reflect the above. Use this service list only as a guide to mind map your requirements. Then, enquire from us the actual price tailored to your requirements. We are open to discuss deposits & installments.

This may significantly differ from the price averages we have assigned. If you do not see a specific marketing service listed here, please contact us, chances are that we can help you!

Please send us feedback and we will make it our aim to keep improving this document.



design & marketing solutions

# DESIGN & BRANDING SOLUTIONS



DESIGN

WEB

HOST

PRINT

MEDIA

BIZ

## Corporate Identity

### Logo Development

R1000

### Business card

R500

### Letterhead

R500

### Compliment slip

R250

### Fax sheet

R250

### Company Folder

R1750

### Email Stationary & Branding

basic footer design R350

dynamic footer design R1000

dynamic footer user license R684 p/a

footers coding R250

dynamic footer setup R171

### Mass Mailers/Newsletters

management software R2850

basic newsletter stationary R750

custom templates R2500

copywriting, management, surveys

## Branding Material

### A4 folded Brochures

4 pages R1750

6 pages R2250

8 pages R2750

### Flyer/Posters/Banners

single sided R750

double sided R1000

### Catalogues

first page R750

per additional page R250

### Menu Design

cover page R750

first page R1250

per additional page R500

### Packaging

labels R750

carton/containers R2000

### CD/DVD

labels R500

covers R750

inserts R250 per panel

### Vehicle Branding

doors & windows R250 each

full wraps R1750

## Advertising

### Signage (indoor, outdoor, billboards, real estate)

simplistic R500

advert Style R1000

### Promotional Items (fridge magnets, pens, mugs etc.)

setup fee per item R250

calenders & diaries R1000

### Advertorials (Newspaper & Magazine advertisements)

double spread R1500

full page R750

half page R650

quarter page R500

smaller R350

### Publications (Books, Booklets, Annual Reports)

cover design R1000

R250 per page

### Illustration/Deep etching/Photo editing/DTP/Other

R250 - R450 per hour

### Note:

Printing, stock photos, photography and copy writing

excluded. Quoted for additionally.

# WEBSITE DEVELOPMENT



DESIGN

WEB

HOST

PRINT

MEDIA

BIZ

## Website Basics

### Website Design & Development

splash pages R500  
one page info R1250  
basic websites starting at R2500

**Animation (Flash)**  
per project

**Website Management**  
Once your website is done it needs to be maintained. Ask us about monthly retainer packages.

**Website Updating**  
R250 per hour  
(minimum 30 minutes)

## Advanced

### Content Managed Systems

The content (text and images) of your website can be connected to a database and administration panel, allowing for changes to be made on the website in real time using only an internet browser.

We offer tailored solutions to fit your requirements.

### E-commerce Solutions

Sell products online by implementing a product catalog and secure credit card payment facilities on your website. We offer tailored solutions to fit your requirements.

### Social Media Integration

Setup of Facebook and Twitter Profiles. Make use of the multiple tools Facebook offers you by creating custom pages within their platform. Link your social media applications to your website.

### Website Marketing

Your website needs visitors to flourish. Search Engines such as Google and other proven methods will help to generate traffic for your website, but it requires a dedicated approach to build and keep your visitor traffic. We choose to offer search engine optimisation and other web marketing services on a monthly retainer to ensure you are making real progress.

Your website's technical aspects may hinder web traffic, should this be the case we will quote to improve it.

## SEO Retainer Packages

### SEO SPARK package

website analysis  
keyword research  
create keywords & metatags  
homepage title optimisation  
title keyword population  
submit to major search engines  
review keywords and metatags monthly  
HTML & XML sitemap  
robots.txt revision  
**R450 (min 3 months)**

### SEO FLAME package

other directory submissions  
competitor analysis  
statistic feedback  
URL optimisation (SEO friendly links)  
headings revision (h1, h2 etc)  
image ALT tags and naming  
**R500 per month (min 6 months)**

### SEO FIRE package

optimised content (1 paragraph per page)  
manual link building  
deadlink, archive and duplicate content redirects  
**R550 (min 9 months)**

# DOMAIN, EMAIL, WEB HOSTING



DESIGN

WEB

HOST

PRINT

MEDIA

BIZ

## Domain Services

We offer a superior hosting experience backed up with the support of local industry leaders.

### Transfers

Are you currently hosting somewhere else? Generally, we can assist you with a quick and easy transfer to our servers.

### Domain Registration

.co.za R150 per annum  
.com and other R200 per annum

### E-mail

standard, mobile & web-based access

### Visitor Stats

Keep track of the amount of visitor traffic on your website.

## Hosting Account options

### Spark E-mail Hosting package

50MB disk space  
0.5GB traffic  
up to 20 email addresses  
R60 per month

### Flame Web Hosting Package

1 GB disk space  
4 GB traffic  
up to 50 email boxes  
R100 per month

### Fire Web Hosting Package

2 GB disk space  
7 GB traffic  
up to 80 email boxes  
database ready  
R150 per month

### Inferno Web Hosting Package

3 GB disk space  
10 GB traffic  
Up to 100 email boxes  
Database Ready  
R280 per month

### I need more!

Consult us for tailored packages.

## Technical Support

### Contact us

If you need email setup support at your premises or other minor technical support related to our services, we can help. R250 per hour (minimum 1 hour) or contact us for telephonic support.

### Fax2Email number

Order your free fax to email number when hosting with us.

# PRINT PRODUCTION & MATERIAL



DESIGN

WEB

HOST

PRINT

MEDIA

BIZ

## Experience & Knowledge

We have vast experience in the production of all types of print and promotional material with our focus being on service excellence and quality products at the best possible price. We can handle all repro, proofing, colour management and production after design sign-off and are able to deliver within tight deadlines.

## Canvas Art

The canvasses are of exceptional archival quality with a waterproof finish which will last in excess of 80 years. Commissioned design, fine art and photography services to create the perfect artwork (or provide us with your own images) to add zest to the atmosphere of your workplace, store or home.

## Signage & Promotional Material

decals  
stickers  
sign boards  
banner walls  
roll-up banners  
pop-up banners  
outdoor banners & signage  
magnetic signage  
POS displays  
vehicle signage including wraps  
gazebo's  
light boxes  
Contravision  
estate agency boards  
gondola ends

### Promotional Items & Clothing

Pad printing, engraving, screen printing & embroidery for your promotional items and clothing.

Contact us for catalogues.

## Litho & Digital

business cards  
letterheads  
compliment slips  
booklets  
brochures  
catalogues  
envelopes  
invitations  
manuals  
newsletters  
postcards  
presentation folders  
labels  
mailing services  
on-demand printing

# MEDIA & RELATED SERVICES

BUSINESS



DESIGN

WEB

HOST

PRINT

MEDIA

BIZ

## Media

---

### Newspaper & Magazines

advertisement design & placement

### Radio

advertisement copy writing  
voice over recordings  
advertisement placement

### Digital Media

advertisement design & placement

### Pricing

Advertising rates of the media vary  
and changes frequently.  
Please request a quotation.

## Supportive Services

---

### Digital Presentations

PDF presentation design  
animated presentation design  
video editing

### Copywriting

Afrikaans & English writing

### Photography

packshots, people, events, architectural

## Business Networking

---

Businesses are only as strong as the principles they rely on and the people who manage them. That's why we make it our aim to build supportive communities for small to medium enterprise business owners where ever we tread.

You will be surprised how a simple breakfast meeting with fellow business people can encourage you to reach your goals.

Meet new people. Share knowledge. Share in your victories and disappointments. Generate leads! Become aware of leveraged advertising opportunities. Just bring your positive attitude!

### How to join

1. Enquire for your nearest business hub.
2. Create your online business profile & advertise your business.
3. Meeting times & venue will be announced via email.

### Price

R100 per month. (admin & advertising fees)  
Breakfasts are extra. (R35 - R50 per meal)

# CONTACT US



DESIGN

WEB

HOST

PRINT

MEDIA

BIZ



## Cape Town Head Office

4 Nina Street  
Springbok Park  
Brackenfell  
7560

## Breede Valley Office

37 Napier Street  
Worcester  
6850

T: 021 982 1895 (HQ)  
F: 086 754 5282  
E: [info@artribe.co.za](mailto:info@artribe.co.za)  
W: [www.artribe.co.za](http://www.artribe.co.za)

Johan Engelbrecht - Cape Town Area  
Mobile: 084 568 7738

Chris Loubser - Breede Valley  
Mobile: 083 377 6614

