



## **Hourly Rates - (2003)**

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Rates listed by city and ZIP code

### **Find out what others around you are charging!**

One of your greatest challenges as a business owner is determining what competitors are charging. Most owner-operators call competing businesses pretending to be prospective customers. Then they try to coax prices out of whoever answers the phone. This is frustrating for the company being called and time consuming for the person calling. There's a better way to get current pricing information.

Each *Hourly Rates* regional guide is a handy reference that shows actual prices for writing, editing, scanning, digital photography, graphic design, DTP, imaging, prepress, folding, binding, collating, multimedia, web design and other business support services including virtual assistance in the following regional areas:

- Northern California
- Southern California
- New York
- Texas
- Minnesota
- New Jersey
- Pennsylvania
- Virginia
- Florida

*Hourly Rates* is a comprehensive tool for those seeking to know local prices. With over 100,000 prices per region in our online database from which to draw, and based on empirical testing and marketplace analysis, we've included some useful features. First, prices are listed by category, city and ZIP code. The information is organized closely with the actual processes going from concept through design and on to print or web output. We've also added range and average price information to many service categories. And we've generated separate price distribution charts so you can conduct your own competitor analysis and make better pricing decisions. Not only does it show you the actual price points, the *Hourly Rates* book can also expose service niches that are not currently being offered by local competitors. This valuable reference also give you quick insight into billing rates for services being sold in other communities.

*Hourly Rates* contains over 2,600 billing rates for companies in your region.

Now you can conduct competitor analysis without leaving your office, without calling competing businesses. The prices for most of these companies are already in this book! *Hourly Rates* is a treasure chest of valuable pricing information. Open this today and gain a better insight into reality regarding service prices today.

Here's why *Hourly Rates* is a valuable tool for you.

- over 2,600 prices.
- 129 pages of value.
- shows the number of price points, range and average price information
- 35 price distribution charts.
- presentation of information follows actual processes.

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## Hourly Rates Categories & Major Subjects

### FRONT END SERVICES

24-hour support  
consulting

dictating  
editing

OCR scanning  
photography (digital)

transcription  
translation

conversion  
critiquing  
data entry

formatting  
indexing  
keyboarding

photography (film)  
proofreading  
scanning

typing  
word processing  
writing

## DESIGN & LAYOUT SERVICES

3-D graphics/modeling  
advertising  
animation  
announcements  
annual reports  
banners  
book covers  
book interiors  
book jackets  
book spines  
booklets  
bookmarks  
brochures  
business cards  
button graphics  
calendars  
caricatures  
cartoons  
catalogs  
CD covers  
certificates

changes &  
alterations  
conceptual design  
corp identity pkgs  
databases  
diagrams  
direct mail pkgs  
directories  
display ads  
door hangers  
DTP layout  
e-books  
envelopes  
exhibits  
flyers  
folders  
forms  
games  
graphic design  
greeting cards  
illustrations

interfaces  
invitations  
kiosks  
labels  
letterhead  
logos  
logotype  
magazines  
manuals  
maps  
marketing collateral  
menus  
newsletters  
newspapers  
notebooks  
packaging  
pamphlets  
postcards  
posters  
presentations

price sheets  
repetitive letters  
reports  
resumes  
signs  
slides  
spreadsheets  
stationery  
technical documents  
technical drawings  
training materials  
transparencies  
typesetting  
typography  
web background  
design  
web banner ad design  
web browser design  
web button design  
web e-catalog design  
web form design  
workbooks

## PREPRESS SERVICES

prepress services  
color corrections  
compositing  
digital imaging  
file manipulation

file preparation  
imaging editing  
image  
manipulation  
imposition  
pagination

paste-up  
photo enhancement  
photo manipulation  
photo retouching  
preflight

retouching  
shop rate  
stripping  
trapping

## OUTPUT

slide imaging

press time

## FINISHING

binding                      folding

## MULTIMEDIA & WEB SERVICES

3D	video editing	web games	web site hosting
modeling/animation	video production	web graphics	web site linking
animation	video services	web guestbooks	web site maintenance
audio editing	web animation	web Intranet design	web site makeover
audio services	web audio	web logos	web site maps
Betacam services	web backgrounds	web metatags	web site mockup
CD-ROM services	web banner ads	web mouseovers	web site promotion
CD-ROM mastering	web buttons	web online catalogs	web site search
digital video	web calendars	web page layout	capability
DVD services	web content	web search eng	web site stats
kiosks	generation	optimization	web site testing
MIDI	web databases	web search eng	web site updates
multimedia design	web e-commerce	registration	web site surveys
multimedia	web e-mail links	web secure sites	web programming
presentations	web forms	web shopping carts	web tables
multimedia services	web FTP upload	web site critiquing	web video
scripting		web site design	web-based tutorials
		web site editing	

## SOFTWARE SERVICES

3D Studio	Excel	Java	QuarkXPress
Access	Filemaker	JavaAudio	Quattro Pro
Acrobat	Fireworks	JavaScript	Quickbooks
ActionScript	Flash	Kai Power Tools	RealAudio
ActiveX	FoxPro	Lightwave	RealVideo
After Effects	Fractal Design	Lotus 123	Shockwave
ASP	Painter	MS Office	Sound Forge
Bryce	FrameMaker	MySQL	SoundEdit
C++	FreeHand	Navigator	SQL
Cakewalk	Freelance	Omni Page	Streamline
CGI scripts	FrontPage	Pagemaker	Trapwise
Cold Fusion	GoLive	Paint Shop Pro	Visual Basic
Cool Edit	Harvard Graphics	Perl	Word

CorelDraw	HTML authoring	Persuasion	WordPerfect
Cubase	HTML CSS	Photoshop	WordPerfect
Debabelizer	Illustrator	PHP	Presentations
DHTML	ImageReady	PowerPoint	Works
Director	Imposition	Premiere	XHTML
Dreamweaver	InDesign	Publisher	XML
	Internet Explorer		

## OTHER SERVICES

admin support	e-mail broadcasting		
archiving	e-mail management	network services	research
art / creative direction	e-mail services	notary services	resumes
association	event coordination	office management	scheduling
management	hardware	office organization	spreadsheet
billing services	installation	on-line tech support	maintenance
bookkeeping	insertion	payroll services	spreadsheet
bulk mail services	Internet marketing	pickup & delivery	management
collection services	labeling	print brokering	stuffing
computer services	mail merge	production mgmnt	systems analysis
database maintenance	services	project management	technical support
database management	mailing list	rentals	training
	services		virtual assistance
	mailing services		