

Book Cover Designer for Bestselling Authors

TUGBOAT DESIGN

ROMANCE, WOMEN'S FICTION & CHICK-LIT SPECIALIST

PRICING GUIDE 2022

CUSTOM BOOK COVER DESIGN OPTIONS

CUSTOM 200

1 concept designed
Images & concept provided by the client
Up to 3 images included
3 revision rounds included
Audio cover included (upon request)

\$50
VALUE

ONLY
\$200^{USD}
EBOOK

CUSTOM 300

1 concept designed
Concept provided by client
Up to 5 images included
3 revision rounds included
Audio cover included (upon request)

\$50
VALUE

ONLY
\$300^{USD}
EBOOK

CUSTOM 400

1 concept designed
Unlimited stock included
Concept provided by Tugboat Design
and focus will be on marketability
3 revision rounds included
Audio cover included (upon request)

\$50
VALUE

ONLY
\$400^{USD}
EBOOK

CUSTOM 500

2 initial different concepts designed
Unlimited stock included
Concepts provided by Tugboat Design
and focus will be on marketability
5 revision rounds included
Audio cover included (upon request)

\$50
VALUE

ONLY
\$500^{USD}
EBOOK

PREMADE SERIES CONTINUATIONS

Will now fall under the above custom pricing levels. The author will get to choose which option works best for them. A \$25 off discount will be applied to each additional cover in the series.

SERIES DESIGN?

\$25 off each additional cover in the series
for custom cover designs.

A LA CARTE

Print Cover (Softcover)	\$50
Print Cover (Hardcover)	\$50-\$75
3D or Physical Print Boxset Design	
• Using existing image for front	\$50
• New image for front (chosen by author)	\$100
• New image for front (chosen by Deborah)	\$200
Hourly rate (billed in half-hour increments)	\$50 /hr
Audio Cover (if not included in package)	\$50
PSD - Flattened Artwork & Text Separate	\$200

PROMOTIONAL MATERIALS

2 Bookbub Ad Set	\$30
3 Book Teaser Set	\$45
3 Facebook Ad Set	\$45
3 Promo Ad Set	\$45
3 Online Banner Set	\$45
Bookmark Design	\$25
Business Card Design	\$25
Roll-Up Banner Design	\$50
Poster Design	\$25
Table Banner Design	\$50

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ADDITIONAL INFORMATION

CUSTOM 200 INCLUDES:

- 1 cover design concept designed using the **client's specific concept and images provided**
- Royalty-free stock images are included in the design fee from DepositPhotos.com, iStockPhoto.com, Stock.Adobe.com, Period-Images.com, and/or Neo-stock.com. If the design requires more than 3 images, additional fees may apply.
- Up to 3 rounds of revisions included.
- Audio Cover included (upon request).
- Title PNG included (upon request).

CUSTOM 300 INCLUDES:

- 1 cover design concept designed using the **client's specific concept. Tugboat Design will do the image searching.**
- Royalty-free stock images are included in the design fee from DepositPhotos.com, iStockPhoto.com, Stock.Adobe.com, Period-Images.com, and/or Neo-stock.com. If the design requires more than 5 images, additional fees may apply.
- Up to 3 rounds of revisions included.
- Audio Cover included (upon request).
- Title PNG included (upon request).

CUSTOM 400 INCLUDES:

- 1 cover design concept will be designed based on the information provided to Tugboat Design. Concept will be market-driven.
- Unlimited royalty-free stock images are included in the design fee from DepositPhotos.com, iStockPhoto.com, Stock.Adobe.com, PeriodImages.com, and/or Neo-stock.com.
- Up to 2 initial concepts will be designed prior to additional charges. At this time, if the concepts are still not satisfactory to the client, the project will be re-evaluated by both parties before moving forward.
- Up to 3 rounds of revisions included.
- Audio Cover included (upon request).
- Title PNG included (upon request).

CUSTOM 500 INCLUDES:

- 2 initial cover design concepts designed based on the information provided to Tugboat Design. Concepts will be market-driven.
- Unlimited royalty-free stock images are included in the design fee from DepositPhotos.com, iStockPhoto.com, Stock.Adobe.com, PeriodImages.com, and/or Neo-stock.com.
- Up to 3 initial concepts will be designed prior to additional charges. At this time, if the concepts are still not satisfactory to the client, the project will be re-evaluated by both parties before moving forward.
- Up to 5 rounds of revisions included.
- Audio Cover included (upon request).
- Title PNG included (upon request).

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