

# ZWS Communications Guidance

## Indicative Cost Guide

The poster features a green background with the following elements:

- Top Left:** Recycle for Scotland logo.
- Top Right:** East Dunbartonshire Council logo with the tagline "sustainable driving achieving" and website "www.eastdunbarton.gov.uk".
- Center:** Large white text "Recycling Point".
- Items:** A grid of nine items, each with an icon, a label, and a recycling symbol:
  - paper
  - cardboard
  - books
  - clear glass bottles & jars
  - brown glass bottles & jars
  - green glass bottles & jars
  - food tins & drink cans
  - plastic bottles
  - textiles
- Bottom Center:** Slogan "Don't let a good thing go to waste".
- Bottom Left:** "For more information call 0300 123 4510".
- Bottom Right:** "www.recycleforscotland.com".

Zero Waste Scotland works with businesses, individuals, communities and local authorities to help them reduce waste, recycle more and use resources sustainably.

Find out more at  
[www.zerowastescotland.org.uk](http://www.zerowastescotland.org.uk)

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### 1 Introduction

This document aims to give you guidance when seeking prices for communications activities. There are many ways of communicating messages and you need to ensure you select the right mix for your area, and within budget. These indicative costs should help you seek value for money, but with so much variation in activity there is inevitably variation in price. Small changes in specification can have large implications on the cost; prepare to be flexible in order to get a good price. Ask your suppliers lots of questions, and if costs are coming in high, make sure you know why.

All prices are current and competitive for England and Northern Ireland. However, this guide is not intended as a substitute for seeking three estimates from local companies. Where you can secure suitable in – house services you should expect to make savings.

### 2 Design and Development Process

The design and development of campaign materials will be individual to each campaign. Due to this it is not possible to provide generic indicative costs for design and development. The following sections highlight factors you should think about when estimating the total cost of your campaign materials, whether you are developing a design brief for external consultants or, considering the number of additional days required from internal staff.

Current competitive day rates are listed in Section 3.0 Indicative Costs but remember overall costs will depend on the type and amount of work required so **always** get three estimates when developing your campaign budget.

#### 2.1 Design Identity

Do you already have a design identity for your promotional material? Does your council have identity guidelines which dictate how promotional material should look?

If not, it would be wise to develop an identity, which can be integrated into all your campaign material. It is important to develop a consistent look and feel as it will aid householders in recalling information and recognising who the communication has come from. Once you have chosen a design identity ask the agency to produce written and illustrated guidelines on its use, this will include:

- Design features
- Which font you will use consistently and what sizes
- The use of colour, primary palettes which may be based on your council logo, the colour of your vehicles, or some other cues which link to your council or service
- Secondary colours
- Layout including suggested grids for leaflets
- Use of logos – primary and secondary
- Use of national iconography

These guidelines will keep your material consistent and allow you to use more than one agency in future.

If you have good identity guidelines in place you will make the designer's job easier therefore reducing the cost.

**Please note ZWS (Zero Waste Scotland) will not fund the development of new identities as the Recycle for Scotland identity can be used: the Recycle for Scotland Guidelines are available from [www.zerowastescotland.org.uk](http://www.zerowastescotland.org.uk)**

## 2.2 Photography

Good photographs can be extremely helpful to the finished product and you should consider employing a professional photographer (through the design agency if your project is big enough) to take photographs of your services, equipment, sites, etc. You will be able to use these throughout the project and you will have created a library of images which will be invaluable. Otherwise be aware of the image bank available through [www.zerowastescotland.org.uk](http://www.zerowastescotland.org.uk). This contains a variety of images from recycling centre skips to specific materials which are all available as free downloads.

Disclaimers, usage fees, permission (especially for children) should be obtained from all people appearing in the photographs at the outset – if this is not done there may be problems later in publishing the photographs.

If you chose to employ a photographer create a list of photographs you need and, preferably, ask the design agency to accompany you and the photographer to give some direction as to how they want the photographs taken. This will ensure that you get the most out of the photographer's time and get the best shots for your campaign. Make it clear from the outset to the photographer that the copyright of the photographs will rest with you and you will not have to pay any royalties if you want to use them in the future on other projects. The photographs should be in a digital format and you should be given a copy on CD.

## 2.3 The Design Process

Unless you are dealing with an agency who understands waste management, expect to produce all the text (the copy) for the leaflet yourself. If you come across one that are experienced in both design and waste management it will make your life much easier as they will be able to develop the copy for you based on the information you provide.

Talk to the agency about your needs and what you are trying to achieve and let them develop a design that augments your message (the copy you have provided). Remember if you do not have design identity guidelines (see Section 2.1) these should be produced. Agree a format and take their advice on the amount of text required for the material you are proposing. Discuss the material you will be printing on or the media it will be used in – each process will require particular parameters to be set to create the design file.

Amendments, however minor, can have a significant impact on the design – especially text changes which may necessitate realignment of text boxes, images or adjustment of text size not just on the affected page but on adjacent pages as well. Most agencies will make a reasonable number of amendments before the final version but in some cases amendments may incur additional cost.

Projects funded by WRAP must incorporate the use of the Recycle Now mark and must have all artwork approved by their Communications Advisor. This can take up to seven working days per submission. Ensure that you inform any agencies of this as it is essential that sufficient time and budget is built into the design stage to accommodate this. Non funded projects using the Recycle for Scotland Iconography must also submit artwork for approval to [localauthorities@zerowastescotland.org.uk](mailto:localauthorities@zerowastescotland.org.uk) prior to production.

Even if you fully contract out this element expect to spend time reviewing progress and proofing final copies. This is your responsibility.

## 2.4 Selecting the Paper

A very important part of the design process is selecting the paper on which you will be printing. It is essential that consideration is given to the paper type, its weight, printability, coating and overall fitness for purpose.

The type of paper you select will affect your costs. All elements in Section 3.0 Indicative Costs specify the paper type on which the estimate was based. Use a paper that has a recycled content of 50% or more for all leaflets, flyers, calendars etc. (where recycled content includes pre and post consumer waste but excludes mill broke and where any virgin pulp comes from a sustainable source). If you are funded by ZWS you must follow this recycled content specification. Information and advice about recycled content paper is available from WRAP's website [www.wrap.org.uk/businesses/using\\_recycled\\_paper/](http://www.wrap.org.uk/businesses/using_recycled_paper/).

### 2.5 Going to Print

In the case of printed material it is usually better to let the design agency deliver the complete job from design to delivered print. They will be responsible for delivering to you they right quantity and quality of print at the right time. They will take responsibility for:

- providing the artwork to the printer in the right format – there are various options which can throw up their own problems which they can fix but you are unlikely to be able to unless you are expert in the industry standard software;
- making sure the proofs from the printer closely match the final pdf you signed off and nothing has shifted or changed form. These are usually digitally printed on colour corrected printers or for expensive and high quality work 'wet proofs' can be specified; and
- checking the final print for reproduction and consistency.

If you decide to arrange printing yourself be prepared to take on the above points.

It is also best to get the agency to liaise directly with media organisations such as newspapers, billboard companies and Adshel and deliver the artwork direct and solve any problems which may occur e.g. with sizes or colours.

Deferring the management of these elements will incur additional cost. However, errors are common at this stage and can be costly to rectify, by contracting this out the responsibility will no longer sit with you.

### 2.6 Economies of Scale

Economies of scale at the design stage should be expected when commissioning a full suite of materials or when partnerships can work together using the same visual identity.

Use of the Recycle Now advertising materials (available at [www.zerowastescotland.org.uk](http://www.zerowastescotland.org.uk)) will also significantly reduce your design costs. Please note, WRAP will not fund the creation of new identities due to the availability of the widely tested Recycle Now materials.

## 3 Indicative Prices

The following are indicative print / production and media prices for a selection of items and activities used in promotional campaigns.

**These costs are intended as a guide only; you should still get three estimates for your specific elements in order to determine the budget required for your campaign.**

Please note the following points:

- There is **NO FEE** allowed for in managing a complete service from development of design through to production;
- Remember your design costs (and associated services such as copywriting and managing of media organisations) will be in addition to the costs noted below;
- Each element is priced separately and independent of any other elements in a campaign;
- Print/Production is a competitive price which should be achieved by obtaining competitive quotations and supplying the printer/manufacturer with all the required information in industry standard format;
- Media costs are 'card rates' and discounts could be available for large campaigns
- All prices **exclude VAT**.

### 3.1 External Advertising Costs

Media Type	Print/ Production Cost	Media Cost for 4 weeks
<p><b>Billboards</b></p> <p>Size:</p> <ul style="list-style-type: none"> <li>48 sheet (3mx6m)</li> <li>96 sheet (3mx12m)</li> </ul>	<p>£120</p> <p>£220</p>	<p>£520 - £830</p> <p>£1500 - £2000</p>
<p><b>Adshels (e.g. bus shelters)</b></p> <p>Size:</p> <ul style="list-style-type: none"> <li>sheet non illuminated (1.5m x 1.0m)</li> <li>6 sheet illuminated (1.8m x1.2m)</li> <li>6 Sheet illuminated central London (1.8m x1.2m)</li> </ul>	<p>£20 each</p> <p>£30 each</p> <p>£30 each</p>	<p>£140</p> <p>£360 - £800</p> <p>£4000+ (not an error!)</p>
<p><b>Bus</b></p> <p>There is a great variety of bus advertising available – lower prices for regional, higher for central London. Discounts should be negotiable on large numbers. Prices for 10 +</p> <ul style="list-style-type: none"> <li>Bus sides – streetliner (a rectangle)</li> <li>Bus sides – T-sides (a T shape)</li> <li>Bus rears</li> <li>Bus internal - headliners</li> </ul>	<p>£1300 13' or £860 10' for 20</p> <p>£2500 for 20</p> <p>£480 for 20</p> <p>£390 for 50</p>	<p>£151/side regional</p> <p>£660 - £1400/side</p> <p>£150 - £230 each</p> <p>£16 - £20 each</p>
<p><b>Train Station</b></p> <p>Posters - prices range from standard to high profile stations</p> <p>Size:</p> <ul style="list-style-type: none"> <li>96 sheet (3mx12m)</li> <li>48 sheet (3mx6m)</li> <li>12 sheet (1.5mx3m)</li> <li>6 sheet (1.8m x1.2m)</li> </ul>	<p>£1200 for 5</p> <p>£620 for 5</p> <p>£260 for 5</p> <p>£170 for 5</p>	<p>£2600 - £4200</p> <p>£1200 - £1800</p> <p>£400 - £780</p> <p>£380 - £750</p>
<p><b>Underground</b></p> <p>Tube station posters – prices range from standard to high profile stations.</p>		

Media Type	Print/ Production Cost	Media Cost for 4 weeks
Size:	£620 for 5	£1700 - £3200
<ul style="list-style-type: none"> <li>48 sheet (3mx6m)</li> </ul>	260 for 5	£380 - £600
<ul style="list-style-type: none"> <li>12 sheet (1.5mx3m)</li> </ul>	170 for 5	£570 - £830
<ul style="list-style-type: none"> <li>6 sheet (1.8m x1.2m)</li> </ul>	£360 for 50	£22
Tube internal		

### 3.2 Operational Costs

Media Type	Print/Production Cost
<p><b>Signage at HWRCs &amp; bring sites</b></p> <p>Size: 1.5m square board and 4m legs ready for installation</p>	£350 - £450
<p><b>Kerbside box/bin stickers</b></p> <p>Size: A5 UV proof ink 4 colour Finish: crack-back laminated one side (not vinyl). Quantity: 5000</p> <p>Always remember to order stickers on CRACKBACK plastic to make them easier to use.</p>	£910
<p><b>Bring bank stickers</b></p> <p>Size: 500 x 250 mm approximately</p> <p>Always remember to order stickers on CRACKBACK plastic to make them easier to use.</p>	allow £5-£10/each for small quantities
<p><b>Contaminated bin stickers –</b></p> <p>Size: A6 Finish: single colour vinyl on roll printed</p>	Set up charge for plates - £50 £50 per 1000 stickers printed
<p><b>Lorry Livery</b></p> <p>The cost of lorry livery can vary greatly depending on the extent of the design. The lowest cost relates to a basic design and the higher price to a more complex execution where part of the vehicle is totally wrapped with vinyl.</p>	£600 - £4000



### 3.3 Printed Literature Costs

The print quantities selected illustrate the range of costs from a collection round to a district. Clearly printing small quantities increases the costs per unit so be generous with your quantities and ensure you have enough spares (e.g. collection calendars) to carry you through to the next print run.

Type and size	Print Quantity Cost		
	1,000	10,000	50,000
<p><b>Promotional leaflets</b></p> <p><b>Size: A5</b> Printed: 4 colour on 150 gsm Revive Silk*</p> <ul style="list-style-type: none"> <li>• 2 page</li> <li>• 4 page</li> <li>• 6 page</li> <li>• 8 page</li> </ul> <p><b>Size: A4</b> Printed: 4 colour on 150 gsm Revive Gloss*</p> <ul style="list-style-type: none"> <li>• 2 page</li> <li>• 4 page</li> </ul> <p><b>Size: A4 folded to DL (A4 folded into 3)</b> Printed: 4 colour on 150 gsm Revive Silk*</p> <ul style="list-style-type: none"> <li>• 6 page</li> </ul> <p>To add perforations to leaflet add £6/1000 leaflets produced</p>	<p>£470</p> <p>£500</p> <p>£630</p> <p>£670</p> <p>£480</p> <p>£610</p> <p>£500</p>	<p>£570</p> <p>£750</p> <p>£1050</p> <p>£1160</p> <p>£720</p> <p>£860</p> <p>£750</p>	<p>£1400</p> <p>£1800</p> <p>£2800</p> <p>£3000</p> <p>£1750</p> <p>£2400</p> <p>£1800</p>
<p><b>Collection calendars</b></p> <p>Size: A5 Printed: 4 colour on 250 gsm Revive Gloss*. One common face 10 types on reverse.</p> <ul style="list-style-type: none"> <li>• 2 page</li> <li>• 2 page gloss laminated both sides</li> <li>• 4 page</li> </ul>	<p>N/A</p> <p>N/A</p> <p>N/A</p>	<p>£1000</p> <p>£1300</p> <p>£1400</p>	<p>£1600</p> <p>£2500</p> <p>£2900</p>
<p><b>Newsletters</b></p> <p>Size: A4 Printed: 4 colour on 150 gsm Revive Gloss*</p>			

Type and size	Print Quantity Cost		
	1,000	10,000	50,000
<ul style="list-style-type: none"> <li>• 2 page</li> <li>• 4 page</li> </ul>	£480	£720	£1800
<ul style="list-style-type: none"> <li>• 4 page</li> </ul>	£610	£860	£2400
<b>Posters</b> Printed: digitally on 170 gsm paper			
<ul style="list-style-type: none"> <li>• A4</li> </ul>	£75	£120	£460
<ul style="list-style-type: none"> <li>• A3</li> </ul>	£100	£160	£500
<b>Designers Rates</b>			
<b>Day Rates</b> Design – layout, graphic design, etc. Copy – developing text	£250 - £500 £250 - £500		
<b>Hourly Rates</b> Design – layout, graphic design, etc. Copy – developing text	£30 - £80 £30 - £80		

\* Revive Silk & Gloss is a Robert Horne Paper Co. product with a high post consumer waste content. At least 75% de-linked post consumer waste, with the remainder being a mix of virgin fibre and mill broke (trimmings from the paper making process).

### 3.4 Website Development Costs

Type	Development Cost
<b>Development of websites</b> The cost of development of websites varies considerably. Always seek a number of quotations. Costs based on quotations from a small local web development company.	
<b>Static Sites (basic information site)</b> Client to provide copy, illustrations, photographs, etc.	
5 – 10 Pages	£1000 - £1500
10 - 30 Pages	£1500 - £4000
30 - 60 Pages	£4000 - £6000
<b>Hourly Rates(for web developer)</b> Design – layout, graphic design, etc. Programming - coding Copy – developing text	£40 - £80 £40 - £80 £40 - £80
<b>Development of pdf newsletters</b>	

<ul style="list-style-type: none"> <li>Initial development of pdf newsletter - depending on complexity and availability of graphics – client to provide server space, photographs, copy, etc.</li> </ul>	£250 - £1000
<ul style="list-style-type: none"> <li>Updating previously developed pdf format</li> </ul>	£150 - £300

### 3.5 Roadshows and Events Costs

Item	Cost
Trailer and Gazebo Hire Daily rate including assembly and dismantling	£600 - £1000
Street entertainers/day	£150 - £300

### 3.6 Exhibition and Giveaway Costs

Item	Production Cost
<p><b>Exhibition boards &amp; displays</b></p> <p>Size and type:</p> <p>1 m<sup>2</sup> printed on vinyl and mounted on 4mm Foamex board</p> <p>Roller (pull-up) type 800 mm wide</p>	<p>£100/m<sup>2</sup></p> <p>£300 each</p>
<p><b>Balloons</b></p> <p>Printed: single colour both sides – made from biodegradable material</p> <p>Quantity: 1000</p>	£100
<p><b>Reusable bags</b></p> <p>Jute bags: single colour print on one side Cost: per basic bag depending on quantity</p> <p>Cotton Bags: single colour printed on one side Cost: per bag depending on quantities</p>	<p>Set-up cost £80 80p - £1.40</p> <p>Set-up cost £80 60p - £1.00</p>
<p><b>Recycled pencils</b></p> <p>Printed: single colour print including name and logo</p> <p>Quantity: 3000</p>	<p>Set-up cost £35 £510 (approx. 18p each ex. design)</p>
<p><b>Fridge magnets</b></p> <p>Size: 100x65mm 4 colour</p>	£1000 (approx. 20p each)

Quantity: 5000 Size: 75x50mm 4 colour Quantity: 5000	ex. design)  £450 (approx. 9p each ex. design)
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### 3.7 PR Costs

Item	Cost
<p><b>Press advertising</b></p> <p>Advertising in local newspapers can vary greatly in price. Range in price given for an advertisement about A5 size or solus strip. Quotations are the only means of getting a reasonably accurate price.</p> <p>Add £100 - £250 for design.</p>	<p>£350 - £1500</p> <p>For accurate costs ask local newspapers to provide</p>
Hire of <b>photographer</b> for the day	£500-£1000
<p><b>Radio advertising</b></p> <p>Costs can vary significantly and it is best to get quotations. Do not forget to investigate community broadcasting which can be much cheaper.</p>	

### 3.8 Delivery Costs

Type	Cost
<p><b>Envelope overprinting</b></p> <p>Size: C5 (to take A5 leaflet) self seal single colour overprint Quantity: 35,000 Design: £50 - £100 for simple design</p> <p>Inkjet/laser names from database onto envelope Quantity: price per 1000</p> <p>Stuffing leaflet into envelope to post Quantity: price per 1000</p>	<p>£1200</p> <p>£15 - £35</p> <p>£30</p>
<p><b>Walk-sort by Royal Mail</b></p> <p>Weight: Up to 60 grams Walksort 1 – equivalent of 1<sup>st</sup> class Walksort 2 – equivalent of 2<sup>nd</sup> class (Minimum 4000)</p>	<p>31p each 24p each</p>

<b>Leaflet delivery company</b>	5 – 10p each
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**Please note: These costs are intended as a guide only; you should still get three estimates for your specific elements in order to determine the budget required for your campaign.**

## **4 More Help and Support**

For more research and guidance on all aspects of communications planning and delivery, please visit . Alternatively, for free communications support and advice contact the ZWS Partners Branding Helpline on 0808 100 2040 or email [localauthorities@zerowastescotland.org.uk](mailto:localauthorities@zerowastescotland.org.uk).

