

Indicative costs for communications



WRAP's vision is a world without waste,
where resources are used sustainably.

We work with businesses and individuals
to help them reap the benefits of reducing
waste, develop sustainable products and
use resources in an efficient way.

Find out more at www.wrap.org.uk

Written by: WRAP

WRAP believes the content of this report to be correct as at the date of writing. However, factors such as prices, levels of recycled content and regulatory requirements are subject to change and users of the report should check with their suppliers to confirm the current situation. In addition, care should be taken in using any of the cost information provided as it is based upon numerous project-specific assumptions (such as scale, location, tender context, etc.).

The report does not claim to be exhaustive, nor does it claim to cover all relevant products and specifications available on the market. While steps have been taken to ensure accuracy, WRAP cannot accept responsibility or be held liable to any person for any loss or damage arising out of or in connection with this information being inaccurate, incomplete or misleading. It is the responsibility of the potential user of a material or product to consult with the supplier or manufacturer and ascertain whether a particular product will satisfy their specific requirements. The listing or featuring of a particular product or company does not constitute an endorsement by WRAP and WRAP cannot guarantee the performance of individual products or materials. This material is copyrighted. It may be reproduced free of charge subject to the material being accurate and not used in a misleading context. The source of the material must be identified and the copyright status acknowledged. This material must not be used to endorse or used to suggest WRAP's endorsement of a commercial product or service. For more detail, please refer to WRAP's Terms & Conditions on its web site: www.wrap.org.uk

Contents

- 1.0 Introduction..... 4**
- 2.0 Design and Development Process 4**
 - 2.1 The Design Process..... 4
 - 2.2 Photography..... 4
 - 2.3 Going to Print..... 5
 - 2.4 Economies of Scale 5
- 3.0 Indicative Costs 6**
 - 3.1 Design and Photography 6
 - 3.2 Printed Literature..... 6
 - 3.3 Operational Items..... 8
 - 3.4 Exhibitions and Promotional Items 9
 - 3.5 Roadshows and Events..... 10
 - 3.6 Advertising 10
 - 3.7 Leaflet Delivery..... 10
 - 3.8 Outdoor Advertising 12
 - 3.9 Website Development 14
- 4.0 More Help and Support..... 14**

1.0 Introduction

This document gives you guidance when planning and procuring communications activities. There are many ways of communicating messages and you need to ensure that the mix you select is right for your area, and within your budget. This indicative cost guide will help you seek value for money, however with so much variation in activity there is inevitably variation in price. Work with your suppliers and be prepared to be flexible to get the best price; small changes in specification can have large implications on the cost. 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 the UK. However, this guide is not intended as a substitute for normal procurement processes, it is recommended to seek a minimum of three estimates from companies. Where you can use suitable in-house services you should expect to make savings.

2.0 Design and Development Process

The design and development of communications materials will be individual to each communications programme, so it is not possible to provide generic indicative costs for an entire programme of activity. The following sections highlight factors you should think about when estimating the total cost of your communications materials, whether you are developing a design brief for external agencies, or using in-house staff.

Current competitive day rates for design are listed in section 3.0 but overall costs will depend on the type and amount of work required. If you are using external agencies it is good practice to get a minimum of three estimates when developing your communications budget. By putting all of the design work for a communications programme into one tender you will ensure best value for money – the larger the number of designs the cheaper the price will be. It will also enable you to develop a working relationship with the agency you award the work to, which will make the design process much easier.

2.1 The Design Process

Unless you are working with an agency or in-house staff that understand waste management and recycling, expect to produce all the text (the copy) for the communication materials and give clear guidance on what you require. Working with an agency or staff that are experienced in both design and waste management 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 designers about your needs and what you are trying to achieve and let them develop a design that augments your copy. 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. It is best to produce a design brief for the designer so that it is clear what you expect them to do, an example of how to develop a design brief, layout and content for promotional material is provided in [WRAP Design Guidance for Local Authorities](#). Ensure that you provide the designer with a copy of the relevant brand guidelines, for example your own corporate brand guidelines, the Recycle Now brand guidelines or the Love Food Hate Waste brand guidelines which are available on the [Recycle Now Partners Website](#).

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, so develop the copy and content before the design process starts. It is normal to make a reasonable number of amendments before the final version but in some cases amends may incur additional cost and time. Make sure you agree the number of amends that are included in the cost before you agree to any work and also get costs for exceeding these.

2.2 Photography

Good photographs can be extremely helpful to the finished communication materials. There is a photo library available on the [Recycle Now Partners Website](#). This contains an extensive range of images, which have been commissioned over a number of years and are available as free downloads. If you require specific images not available on the library, you should consider employing a professional photographer to take photographs of your services, equipment, sites, materials, etc. You will be able to use these throughout the project and you will have

created a library of images, which will be invaluable in the future. This is generally a cheaper option than trying to find photographs on internet image libraries, which are very rarely suitable and due to licensing arrangements for multiple use, and can be very expensive. Also, remember 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 will need to be taken and, preferably, ask the designer to accompany you and the photographer to provide 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 communications materials. 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 at a sufficiently high resolution for all your purposes, both large and small, for example, leaflets through to billboards. You should be given a copy of the photographs on CD in the appropriate formats.

2.3 Going to Print

In the case of printed material if you are using an external agency, the agency can deliver the complete job from design to delivered print. They will be responsible for delivering to you the right quantity and quality of print at the right time. They will take responsibility for:

- Suggesting the type of paper e.g. recycled content and the finishing that will be required to provide a quality end product.
- 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 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 are arranging the printing yourself, your designer should provide the press ready artwork in the appropriate format but be prepared to take on the other three points above. It may be cheaper to take on the responsibility for these points however, errors are common at this stage and can be costly to rectify. Even if you fully contract out the print aspect expect to spend time reviewing progress and proofing final copies. This is still your responsibility.

An important part of the print 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, recycled content 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 (where recycled content includes post consumer waste and any virgin pulp comes from a sustainable source and is FSC certified) for all printed materials e.g. leaflets, flyers, calendars.

It is best to get your designer to liaise directly with your media organisations over the final artwork, for promotions such as newspaper advertising, vehicle livery, billboards, Adshel, etc. By allowing your designer to deliver the artwork directly they will be able to solve any problems which may occur with sizes, resolution of images, colour profiles, etc.

WRAP have also developed [Print Guidance for Local Authorities](#) which reviews the different types of print processes and where each is used.

2.4 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. Similarly, print and production costs can be reduced significantly if quantities are increased by sourcing material together with partners or neighbouring authorities.

Use of the Recycle Now and Love Food Hate Waste partner resources e.g. advertising materials and templates, and 'pick and mix' artwork will also significantly reduce your design costs. Partner resources are available to download for free at www.recyclenowpartners.org.uk and <http://www.lovefoodhatewaste.com/partners>.

3.0 Indicative Costs

The following are indicative design, print, production and media prices for a selection of items and activities used in promotional communications.

These costs are intended as a guide only; It is good practice to get three estimates for your specific elements in order to determine the budget required for your communications.

Please note the following points:

- There is **NO FEE** allowed for 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) should be in addition to the costs noted below;
- Each element is priced separately and independent of any other elements in a communications programme;
- 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 communications programmes;
- All prices **exclude VAT**.

3.1 Design and Photography

Design cost can vary greatly and depend on the size of the agency, its level of expertise, client list, type of work it is involved in and where it is located. Indicative prices provided are based on small regional agency rates.

Design	Rates
Day Rates	
Design – layout, graphic design, etc.	£350 - £500
Copy – developing text	£350 - £500
Hourly Rates	
Design – layout, graphic design, etc.	£50 - £80
Copy – developing text	£50 - £80
Photography	
Hire of photographer for the day. Don't forget, a day's photography on site will involve a day in the studio adjusting and outputting the photos in the right format.	£300 - £700

3.2 Printed Literature

The print quantities selected illustrate the range of costs from small print runs e.g. an event to large print runs e.g. district wide communications. Printing small quantities increases the costs per unit so be generous with your quantities and ensure you have enough spares to carry you through until the next print run. If you are trying to get a price for a number in between those provided below, calculate the pro rata price nearest to the number you want and multiply it by the number you want this will give you a reasonably accurate price. **Do not** add the price for 50,000 to the price for 1,000 if you want to get an indicative price for 51,000 leaflets – your calculation for a 2 page A5 should be $£900 \times 51,000/50,000 = £918$.

■ A4	£100	£200	£350
■ A3			

3.3 Operational Items

Media Type	Print/Production Cost
<p>Signage at HWRCs & bring sites</p> <p>Size: 1.5m square board and 4m legs ready for installation</p>	£350 - £450
<p>Bin stickers</p> <p>Size: A5 UV proof ink 4 colour laminated for protection provided on rolls of 500. Quantity: 50,000</p> <p>The cheapest way to buy sticker is on rolls; they are easy to remove from the continuous backing sheet but are obviously more difficult to carry, perforations between each sticker are an option.</p> <p>Stickers can be printed individually on a crack-back backing sheet at additional cost; these are useful for mailing out to householders or for collection crew members to put contamination stickers in their pockets – allow an additional 25% for quantities such as 50,000, 50% for smaller quantities such as 10,000.</p>	£4,000
<p>Bring bank/communal recycling bank stickers</p> <p>Size: 500 x 250 mm approximately printed on vinyl.</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>Contaminated bin stickers hangers and tags</p> <p>Sticker: A6 UV proof ink 2 colour stickers Provided on rolls of 500 with perforations between each sticker Quantity: 10,000</p> <p>Tags: 238 x 70 mm PVC tags, single colour print Provided on rolls of 500 with perforations between each tag Quantity: 10,000</p> <p>Hangers: A5 400 gsm card laminated printed 4 colour and die cut to hanger shape Quantity: 10,000</p>	<p>£650</p> <p>£1,100</p> <p>£1,700</p>
<p>Vehicle Livery</p> <p>The cost of lorry livery can vary greatly depending on the extent of the design and the systems used.</p> <p>Fixed</p>	

<p>Fridge magnets</p> <p>Size: 55x85mm 4 colour Quantity: 1000 Quantity: 5000</p> <p>Size: 140x95 mm 4 colour Quantity: 1000 Quantity: 5000</p>	<p>£200 £750</p> <p>£360 £1,550</p>
--	---

3.5 Roadshows and Events

Item	Cost
<p>Trailer and Gazebo Hire</p> <p>Daily rate including assembly and dismantling.</p>	£600 - £1000
<p>Street entertainers/day</p> <p>Try and get someone local, to save on travelling, who understands or has helped with recycling promotions before.</p>	£200 - £350

3.6 Advertising

Item	Cost
<p>Press advertising</p> <p>Advertising in local newspapers can vary greatly in price. Range in price given for an advertisement about half page size. Quotations are the only means of getting a reasonably accurate price. See if you can get some editorial as part of the deal.</p> <p>Add £100 - £250 for design.</p>	£350 - £1500
<p>Radio advertising</p> <p>Costs can vary significantly so no price has been given and it is best to get quotations. Do not forget to investigate community broadcasting if it is available which can be much cheaper. Don't forget, you will have to make an allowance for the development of a script.</p>	Get a quote from the radio station

3.7 Leaflet Delivery

Delivering leaflets to households can be expensive, especially if it is addressed mail, such as collection calendars, which must be delivered to specific addresses. The table below shows indicative prices for printing and supplying envelopes, addressing stuffing and mailing out.

Type	Cost

<p>Addressed Mail</p> <p>Royal Mail offers a wide range of mailing options for addressed mail, which depend on numbers, size, weight and delivery time. The cheapest option for mailings greater than 4,000 for typical local authority mailing of a standard letter, is Low Sort Economy Business Mail. This will be delivered within 4 days of postage and requires the envelope to have the address printed normally and a bar coded so that it can be read by machine – most mail houses can accommodate this.</p> <p>Envelope size: C5 (to take A5 leaflet) self seal, single colour overprint Quantity: 50,000</p> <p>Inkjet/laser names from database onto envelope Quantity: 50,000</p> <p>Stuffing 1 leaflet into envelope to post Quantity: 50,000</p> <p>Postage, Low sort Economy Business mail (Feb 2013) 4,000 – 19,999 addresses 80,000 – 119,999 addresses</p> <p>Using the rates above for 50,000 properties the cost per door of delivering a leaflet in an addressed envelope is approximately.</p> <p>Check with Royal Mail, or a mailing house, for other addressed mailing options.</p>	<p>£1200</p> <p>£800</p> <p>£800</p> <p>21.9p each 20.4p each</p> <p>26p/door</p>
<p>Unaddressed</p> <p>This method of delivery should not be relied on when promotions have to go to specific properties, such as collection calendars. If the promotion is a blanket delivery to all households, unaddressed mail is a much cheaper option. It is wise to book well in advance to make sure delivery to the whole area can be accommodated within a reasonable period of time.</p> <p>Royal mail offers a Door-to-Door delivery service for unaddressed mail to post code areas. This is available for deliveries to over 25,000 properties; the rate depends on the number being distributed. There is a rates card available on the Royal Mail website. Rates vary, currently at Feb 2013:</p> <p>25,000 – 100,000 properties</p> <p>Royal Mail also offer a boundary matching service, to a local authority area for example, at additional cost. You will need to get a quote from Royal Mail as it depends on the match between your boundary and the postcodes.</p> <p>Leaflet delivery companies can offer a similar service. Make sure you can rely on them being delivered and there is a mechanism in place for checking if they have. Do not rely on a leaflet delivery company to deliver address specific information. The rate will depend on the number of properties.</p>	<p>5.422p each</p> <p>5 -12p each</p>

3.8 Outdoor Advertising

Costs in large metropolitan areas, such as London, Birmingham, Manchester, Leeds, etc. for outdoor advertising are **very much higher** than the base price. Sometimes it is not possible to buy just one site, as the companies will not split the sets of sites they market them in, especially in London and other metropolitan areas. Care should be taken in choosing locations for outdoor advertising to ensure that it is seen by your target audience and not just by visitors using roads or the transport system. Popular sites are booked months and sometimes years in advance, so plan ahead if you want to use them.

Media Type	Print/ Production Cost	Media Cost for 2 weeks Basic Prices
<p>Billboards</p> <p>Size:</p> <ul style="list-style-type: none"> ■ 48 sheet (3mx6m) ■ 96 sheet (3mx12m) 	<p>£150</p> <p>£300</p>	<p>£350 and upwards/site</p> <p>£1400 and upwards/site</p>
<p>Bus Shelters (Adshels)</p> <p>Size:</p> <ul style="list-style-type: none"> ■ 4 sheet non illuminated (1.5m x 1.0m) ■ 6 sheet illuminated (1.8m x1.2m) ■ 6 Sheet illuminated central London (1.8m x1.2m) 	<p>£20 each</p> <p>£30 each</p> <p>£30 each</p>	<p>£170 and upwards/site</p> <p>£300 and upwards/site</p> <p>£4000+/site (not an error!)</p>
<p>Supermarket advertising panels</p> <p>Size:</p> <ul style="list-style-type: none"> ■ 6 sheet illuminated (1.8m x1.2m) 	<p>£30 each</p>	<p>£500 and upwards/site</p>
<p>Phone Boxes</p> <ul style="list-style-type: none"> ■ 'Street Talk' 	<p>£30</p>	<p>£180 and upwards/site</p>
<p>Train Station</p> <p>Posters – prices range from standard to high profile stations</p> <p>Size:</p> <p>48 sheet (3mx6m)</p> <p>6 sheet (1.8m x1.2m)</p> <p>Lift, escalator and stairway panels</p>	<p>£150</p> <p>£30</p> <p>£20</p>	<p>£1,150 and upwards/site</p> <p>£269 and upwards/site</p> <p>£71 and upwards/site</p>

Media Type	Media Cost for 2 weeks and 4 week periods for one site
<p>Underground</p> <p>Tube station posters – prices range from standard to high profile stations. Prices are card rate and given per 'site' as part of a larger pack for 2 weeks. Quotations should be obtained to get a clear idea of the costs for a communications programme.</p> <p>Size:</p> <p>48 sheet (3mx6m) 12 sheet (1.5mx3m) 6 sheet (1.8m x1.2m) Tube escalator, lift, stair and corridor</p>	<p>£1000 - £4500 £247 - £808 £269 - £799 £71 - £349</p>
<p>Bus and tram</p> <p>There is a great variety of bus and tram advertising available – lower prices for regional, higher for central London and metropolitan areas. Prices are card rate and given per 'site' as part of a larger pack. Quotations should be obtained to get a clear idea of the costs.</p> <p>Regional</p> <ul style="list-style-type: none"> ■ Bus sides – Supersides (a rectangle) £204/side/4 weeks ■ Bus sides – T-sides (a T shape) £530/side/2 weeks ■ Bus rears £193/4 weeks ■ Bus internal – headliners £22/4 weeks – landscape £32/4 weeks – portrait <p>London and metropolitan areas</p> <ul style="list-style-type: none"> ■ Bus sides – Supersides (a rectangle) £321 - £605/side/2 weeks ■ Bus sides – T-sides (a T shape) £585 - £1600/side/2 weeks ■ Bus rears £199/4 weeks – suburban routes £170/2 weeks – Central London 	

3.9 Website Development

Type	Development Cost
<p>Development of websites</p> <p>The cost of development of websites varies considerably, you may have your own web development team or have a contract with company that maintains and updates your site for you. There are occasions where a stand alone site might be useful, for example for service introductions. Always seek a number of quotations. Costs based on quotations from a small local web development company.</p> <p>Static Sites (basic information) Client to provide copy, illustrations, photographs, etc. 5 Pages</p>	<p>£2000 - £4000 (Day rate of £300 - £500)</p>
<p>Development of HTML newsletters</p> <p>HTML newsletters are a useful communication channel if a directory of householders email addresses exist</p> <ul style="list-style-type: none"> ■ Initial development of HTML newsletter template - depending on complexity and availability of graphics – client to provide server space, photographs, copy, etc. ■ Updating previously developed HTML template 	<p>£250 - £1000</p> <p>£150 - £300</p>
<p>Website banner advertising</p> <p>Design of banner advertising. Including multiple frame adverts – per advert</p>	<p>£200 - £400</p>

4.0 More Help and Support

For more research and guidance on all aspects of communications planning and delivery, please visit <http://www.wrap.org.uk/content/resources-local-authority-communications>. Alternatively, for free communications support and advice contact WRAP's Community Partnerships Team on 01295 819900 or email: info@wrap.org.uk

While we have tried to make sure this guide is accurate, we cannot accept responsibility or be held legally responsible for any loss or damage arising out of or in connection with this information being inaccurate, incomplete or misleading. This material is copyrighted. You can copy it free of charge as long as the material is accurate and not used in a misleading context. You must identify the source of the material and acknowledge our copyright. You must not use material to endorse or suggest we have endorsed a commercial product or service. Please note that this information was correct at the time of writing, but the regime is liable to change with government policy. WRAP will endeavour to update this document when changes are made to the regime.

For more details please see our terms and conditions on our website at www.wrap.org.uk

**Waste & Resources
Action Programme**

The Old Academy
21 Horse Fair
Banbury, Oxon
OX16 0AH

Tel: 01295 819 900
Fax: 01295 819 911
E-mail: info@wrap.org.uk

Helpline freephone
0808 100 2040

www.wrap.org.uk/content/resources-local-authority-communications

