**Fengshang Yazhi Culture Planning Co.  
Revised Basic Service Pricing Sheet**

**Advertising Design**

* Outdoor Billboard Design: 3,000 - 9,000 CNY  
  Includes concept, design, and two revisions. Installation not included.
* Public Space Advertising Layout: 6,000 - 15,000 CNY  
  Covers layout design for malls, parks, or plazas.
* Branding and Visual Identity Design: 12,000 - 30,000 CNY  
  Includes logo, brand colors, and guidelines.
* Digital Banner Ads Design: 1,800 - 4,800 CNY  
  For online platforms such as social media and websites.
* Poster and Flyer Design: 1,200 - 3,000 CNY  
  Custom design for promotional materials.
* Menu or Brochure Design: 2,000 - 5,000 CNY  
  Includes layout and visual enhancement.

**Exhibition Setup**

* Corporate Showroom Design and Construction: 30,000 - 120,000 CNY  
  Full-service design, construction, and decoration.
* Trade Exhibition Booth Decoration: 18,000 - 60,000 CNY  
  Includes booth design, setup, and teardown.
* Interactive Multimedia Exhibition Planning: 60,000 - 180,000 CNY  
  Custom solutions for digital/interactive exhibits.
* Small Pop-up Booth Design: 8,000 - 15,000 CNY  
  Ideal for small events or product showcases.

**Brand Promotion**

* Integrated Campaign Planning: 30,000 - 90,000 CNY  
  Covers strategy, creative direction, and campaign execution.
* Event-based Brand Activation: 18,000 - 48,000 CNY  
  Includes event planning, on-site management, and media coordination.
* Seasonal Marketing Campaigns: 24,000 - 60,000 CNY  
  Focused campaigns for holidays or peak shopping seasons.
* Social Media Content Strategy: 8,000 - 20,000 CNY  
  Customized content creation plans for platforms like WeChat or Douyin.

**Media Buying**

* Outdoor Billboard Procurement: 3,000 - 30,000 CNY per week  
  Depending on size, location, and duration of the advertisement.
* Digital Media Placement: 1,800 - 12,000 CNY per month  
  Includes Google Ads, social media, and targeted online platforms.
* Public Transport Advertising: 6,000 - 18,000 CNY per month  
  Ads on buses, metro stations, or taxi screens.

**Photography & Video**

* Professional Photography (per day): 6,000 - 12,000 CNY  
  Covers events, product shoots, or promotional materials.
* Video Production (per minute): 3,000 - 9,000 CNY  
  For advertising, promotional, or event videos.
* Drone Photography and Videography: 5,000 - 10,000 CNY  
  Ideal for large-scale projects or scenic promotions.

**Graphic & Digital Services**

* Infographic Design: 1,500 - 4,000 CNY  
  Suitable for presentations, marketing, or reports.
* Website Homepage Design: 6,000 - 15,000 CNY  
  Custom homepage design with responsive layout.
* Animation Design (Short Clips): 4,000 - 8,000 CNY per 10 seconds  
  Ideal for digital marketing or explainer videos.

**Pricing Notes**

1. Custom Quotes: Prices may vary for highly customized projects.
2. Package Discounts: Discounts of 5-20% are available for bundled services (e.g., exhibition setup + branding design).
3. Revision Policy: Advertising and graphic design include up to 2 revisions; extra revisions are charged at 500 CNY per revision.
4. Rush Orders: A 15-20% surcharge applies to expedited orders.

**Add-On Services**

* Media Monitoring: Monitor advertising performance (1,500 - 3,000 CNY per month).
* Printing and Production: High-quality brochure printing (500 - 1,200 CNY per 100 copies).
* On-Site Support: Event support team (1,000 - 3,000 CNY per day per staff member).