



ART DIRECTORS CLUB
ITALIANO

SKU	AREA	Categoria	2018 - Prezzo Standard	Prezzo Early Bird	2019 - Prezzo Standard	Prezzo Early Bird
A.1.1	INTEGRATED	Campagna	500.00 €	350.00	550.00 €	370.00
A.1.2	INTEGRATED	Campagna Non profit	400.00 €	280.00	450.00 €	300.00
A.1.3	INTEGRATED	Digital integrated campaign	500.00 €	350.00	550.00 €	370.00
A.1.4	INTEGRATED	Digital integrated campaign Non Profit	300.00 €	210.00	350.00 €	230.00
A.2.1	STAMPA	Campagna Stampa	200.00 €	140.00	250.00 €	160.00
A.2.2	STAMPA	Campagna Stampa Non Profit	150.00 €	105.00	200.00 €	120.00
A.3.1	OUTDOOR	Tabellare	200.00 €	140.00	250.00 €	160.00
A.3.2	OUTDOOR	Tabellare Non Profit	150.00 €	105.00	200.00 €	120.00
A.4.1	OUTDOOR	Out of home	200.00 €	140.00	250.00 €	160.00
A.4.2	OUTDOOR	Out of home Non Profit	150.00 €	105.00	200.00 €	120.00
A.5.1	FILM	TV e Cinema	300.00 €	210.00	350.00 €	230.00
A.5.2	FILM	TV e Cinema Non Profit	200.00 €	140.00	250.00 €	160.00
A.6.1	FILM	Altri schermi	300.00 €	210.00	350.00 €	230.00
A.6.2	FILM	Altri schermi Non Profit	200.00 €	140.00	250.00 €	160.00
A.6.3	FILM	Promo Footage	300.00 €	210.00	350.00 €	230.00
A.7.1	RADIO	Campagna Radio	200.00 €	140.00	250.00 €	160.00
A.7.2	RADIO	Campagna Radio Non Profit	150.00 €	105.00	200.00 €	120.00
B.1.1	DESIGN	Brand Identity - Immagine Coordinata	500.00 €	350.00	550.00 €	370.00
B.1.3	DESIGN	Brand Identity - Stationary	200.00 €	140.00	250.00 €	160.00
B.2.1	DESIGN	Packaging – Lavoro singolo	250.00 €	175.00	300.00 €	190.00
B.2.2	DESIGN	Packaging – Serie coordinata	500.00 €	350.00	550.00 €	370.00
B.3.1	DESIGN	Grafica editoriale	200.00 €	140.00	250.00 €	160.00
B.5.1	DESIGN	BTL, Retail e Environmental - Progetto Singolo	200.00 €	140.00	250.00 €	160.00
B.5.3	DESIGN	BTL, Retail e Environmental - Progetto coordinato	500.00 €	350.00	550.00 €	370.00
B.6.1	DESIGN	Motion Design – Website, blog e mobile app	200.00 €	140.00	250.00 €	160.00
B.6.3	DESIGN	Motion Design – Motion Design	200.00 €	140.00	250.00 €	160.00
B.7.1	DESIGN	Logo Design	200.00 €	140.00	250.00 €	160.00
B.8.1	DESIGN	Product Design	200.00 €	140.00	250.00 €	160.00
C.1.1	PROMO & ACTIVATION	Classic Media	400.00 €	280.00	450.00 €	300.00
C.1.2	PROMO & ACTIVATION	Classic Media Non Profit	300.00 €	210.00	350.00 €	230.00
C.2.1	PROMO & ACTIVATION	Digital e Social Media	400.00 €	280.00	450.00 €	300.00
C.2.2	PROMO & ACTIVATION	Digital e Social Media Non Profit	300.00 €	210.00	350.00 €	230.00
C.3.1	PROMO & ACTIVATION	Other Media	400.00 €	280.00	450.00 €	300.00
C.3.2	PROMO & ACTIVATION	Other Media Non Profit	300.00 €	210.00	350.00 €	230.00
D.1.1	DIGITAL	Display advertising, banner, campagne web	200.00 €	140.00	250.00 €	160.00
D.1.2	DIGITAL	Display advertising, banner, campagne web Non Profit	150.00 €	105.00	200.00 €	120.00
D.2.1	DIGITAL	Website	200.00 €	140.00	250.00 €	160.00
D.2.2	DIGITAL	Website Non Profit	150.00 €	105.00	200.00 €	120.00
D.3.1	DIGITAL	Mobile App Product & Services	200.00 €	140.00	250.00 €	160.00
D.3.2	DIGITAL	Mobile App Product & Services Non Profit	150.00 €	105.00	200.00 €	120.00
D.3.3	DIGITAL	Mobile App Entertainment	200.00 €	140.00	250.00 €	160.00
D.3.4	DIGITAL	Mobile App Entertainment Non Profit	150.00 €	105.00	200.00 €	120.00
D.4.1	DIGITAL	Social Media – Campagna	400.00 €	280.00	450.00 €	300.00
D.4.2	DIGITAL	Social Media Campagna Non Profit	300.00 €	210.00	350.00 €	230.00
D.5.1	DIGITAL	Viral	200.00 €	140.00	250.00 €	160.00
D.5.2	DIGITAL	Viral Non Profit	150.00 €	105.00	200.00 €	120.00
D.6.1	DIGITAL	Uso innovativo e creativo della tecnologia	400.00 €	280.00	450.00 €	300.00
D.6.2	DIGITAL	Uso innovativo e creativo della tecnologia Non Profit	300.00 €	210.00	350.00 €	230.00
E.1.1	STUDENTI	Campagna	40.00 €	28.00	60.00 €	35.00
F.1.1	INDUSTRY CRAFT	Fotografia	300.00 €	210.00	350.00 €	230.00
F.1.3	INDUSTRY CRAFT	Fotografia - Digital Retouch	300.00 €	210.00	350.00 €	230.00
F.2.1	INDUSTRY CRAFT	Illustrazione	300.00 €	210.00	350.00 €	230.00
F.2.3	INDUSTRY CRAFT	Illustrazione - Digital Retouch	300.00 €	210.00	350.00 €	230.00
F.2.4	INDUSTRY CRAFT	Tipografia - Font	300.00 €	210.00	350.00 €	230.00
F.2.5	INDUSTRY CRAFT	Tipografia - Hand Writing	300.00 €	210.00	350.00 €	230.00
F.2.6	INDUSTRY CRAFT	Copywriting	300.00 €	210.00	350.00 €	230.00
F.2.7	INDUSTRY CRAFT	Art Direction	300.00 €	210.00	350.00 €	230.00
F.3.1	FILM CRAFT	Regia e Animazione	300.00 €	210.00	350.00 €	230.00
F.3.3	FILM CRAFT	Direzione della Fotografia	300.00 €	210.00	350.00 €	230.00
F.3.4	FILM CRAFT	Montaggio	300.00 €	210.00	350.00 €	230.00
F.3.5	FILM CRAFT	Miglior Effetto Speciale / VFX / Animazione	300.00 €	210.00	350.00 €	230.00
F.3.6	FILM CRAFT	Sound&Music / Sound Effect	300.00 €	210.00	350.00 €	230.00
F.3.7	FILM CRAFT	Production Design	300.00 €	210.00	350.00 €	230.00
F.3.8	FILM CRAFT	Script / Copywriting	300.00 €	210.00	350.00 €	230.00
F.6.1	DIGITAL CRAFT	Interface Design	300.00 €	210.00	350.00 €	230.00
F.6.2	DIGITAL CRAFT	Art Direction	300.00 €	210.00	350.00 €	230.00
F.6.3	DIGITAL CRAFT	Copywriting	300.00 €	210.00	350.00 €	230.00
F.6.4	DIGITAL CRAFT	User Experience	300.00 €	210.00	350.00 €	230.00
G.1.1	DIRECT	Direct Marketing – Classic Media	250.00 €	175.00	250.00 €	190.00
G.1.2	DIRECT	Direct Marketing – Classic Media Non Profit	150.00 €	105.00	200.00 €	120.00
G.1.3	DIRECT	Direct Marketing – Digital e Social Media	250.00 €	175.00	250.00 €	190.00
G.1.4	DIRECT	Direct Marketing – Digital e Social Media Non Profit	150.00 €	105.00	200.00 €	120.00
G.1.5	DIRECT	Direct Marketing – CRM Strategy	250.00 €	175.00	250.00 €	190.00
G.1.6	DIRECT	Direct Marketing – CRM Strategy - Non Profit	150.00 €	105.00	200.00 €	120.00
G.1.7	DIRECT	Direct Marketing – Campaign	250.00 €	175.00	250.00 €	190.00
G.1.8	DIRECT	Direct Marketing – Campaign Non Profit	150.00 €	105.00	200.00 €	120.00
H.1.2	PR	Campagna Non Profit	250.00 €	175.00	250.00 €	190.00
H.1.3	PR	Comunicazione PR corporate (include Corporate Responsibility)	300.00 €	210.00	350.00 €	230.00
H.1.4	PR	Gestione crisi	300.00 €	210.00	350.00 €	230.00
H.1.5	PR	Comunicazione interna	300.00 €	210.00	350.00 €	230.00
H.1.6	PR	Relazioni con i media	300.00 €	210.00	350.00 €	230.00
H.1.7	PR	Eventi e "stunt"	300.00 €	210.00	350.00 €	230.00
H.1.8	PR	Campagna PR testimonial/sponsorship/partnership	300.00 €	210.00	350.00 €	230.00
H.1.9	PR	Campagna di comunicazione per le PA	300.00 €	210.00	350.00 €	230.00
H.1.10	PR	Social/Digital PR	300.00 €	210.00	350.00 €	230.00
I.1.1	BRANDED CONTENT	Creative Social Content & Editorial	300.00 €	210.00	350.00 €	230.00
I.1.2	BRANDED CONTENT	Creative Social Content & Editorial Non Profit	200.00 €	140.00	250.00 €	160.00
I.1.3	BRANDED CONTENT	Progetto editoriale owned media o native adv	300.00 €	210.00	350.00 €	230.00
I.1.4	BRANDED CONTENT	Progetto editoriale owned media o native adv Non Profit	200.00 €	140.00	250.00 €	160.00
I.2.1	BRANDED CONTENT	Video fiction e non fiction	300.00 €	210.00	350.00 €	230.00
I.2.2	BRANDED CONTENT	Video fiction e non fiction Non Profit	200.00 €	140.00	250.00 €	160.00

I.3.1	BRANDED CONTENT	Branded Live Experience	300.00 €	210.00	350.00 €	230.00
I.3.2	BRANDED CONTENT	Branded Live Experience Non Profit	200.00 €	140.00	250.00 €	160.00
I.3.3	BRANDED CONTENT	Branded Experience	300.00 €	210.00	350.00 €	230.00
I.3.4	BRANDED CONTENT	Branded Experience Non Profit	200.00 €	140.00	250.00 €	160.00
L.1.1	MEDIA	Campagna Media Integrata	500.00 €	350.00	550.00 €	370.00
L.1.2	MEDIA	Uso Innovativo dei Media	300.00 €	210.00	350.00 €	230.00
L.1.3	MEDIA	Creative Media Automation	300.00 €	210.00	350.00 €	230.00
L.1.4	MEDIA	Creative Effectiveness	300.00 €	210.00	350.00 €	230.00