

How much should I expect to invest?

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Examples

Twitter infographic on soy production

small infographics on citizen science

Twitter infographic on crime in Flanders

infographic: amazing facts about the brain

interactive infographic for Taalunie

mobile-first story on James Bond

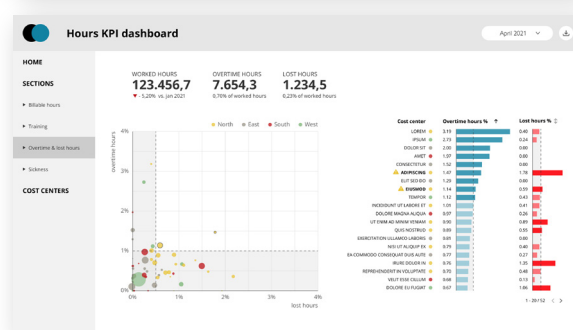
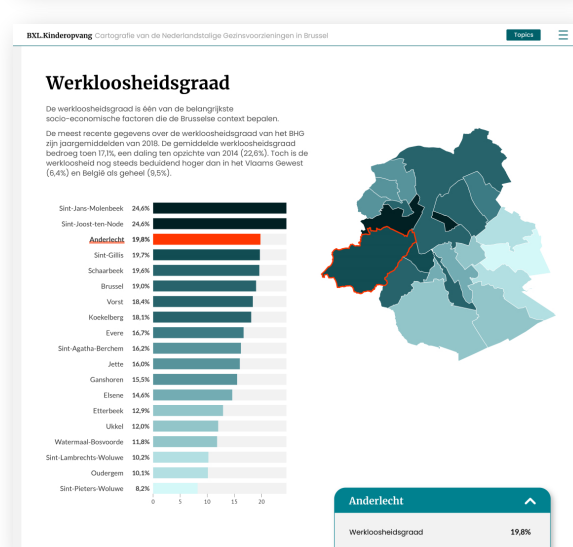
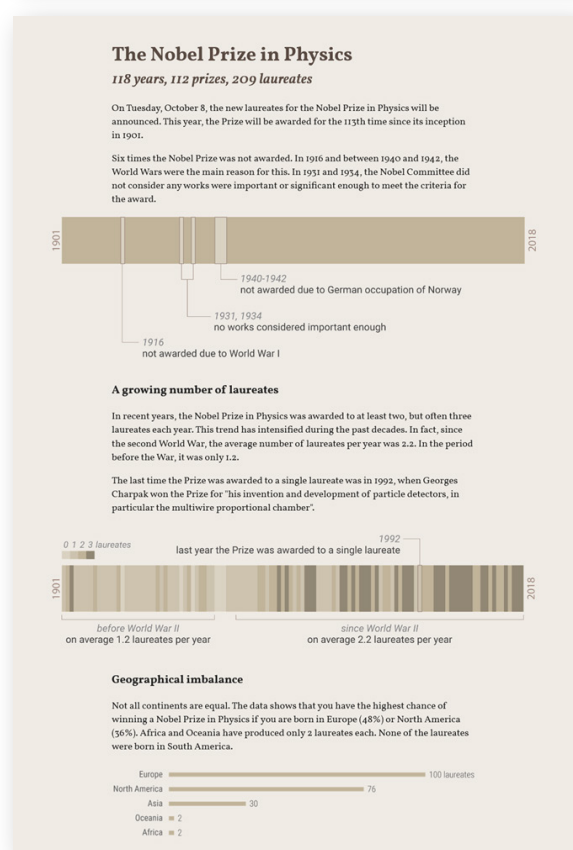
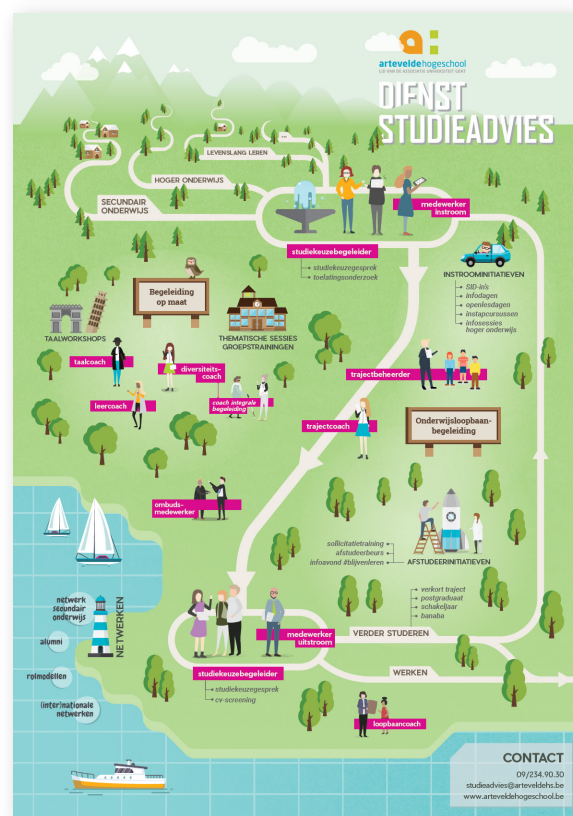
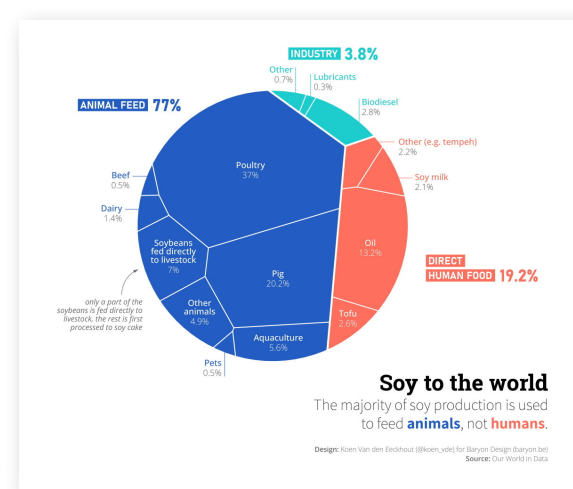
interactive story on the Nobel Prize in Physics

interactive dashboard on child care in Brussels

APPLiA statistical report

circular economy monitor Flanders

(projects at this level are typically confidential)



€ 500

social media infographic

€ 2.500

static A4-sized infographic

€ 5.000

interactive infographic/
visual storytelling

€ 25.000

interactive report/
simple dashboard

€ 50.000

complex dashboard

Tailored consultancy
€ 125 per hour

Trainings
from € 900 per half day

Key factors impacting the budget

size

reusability

amount of data and information to process

is there an existing styleguide?

amount of copywriting needed

length of the story

number of visuals in the story

level of interactivity and animation

originality of the visuals

mobile-friendliness

accessibility

analytics

number of data sources

multiple languages

secure login

back-end access

real-time data