



Tony Pallone

Tony Pallone is a graphic artist, writer and theater professional.

Tony has designed promotional materials and worked on branding campaigns for both nonprofit and for-profit organizations across multiple industries, and his background includes serving as design director for the magazine division of the largest daily newspaper in New York's Capital Region.

He has also worked on the wordsmithing side of the journalism field, conducting interviews, writing articles and producing content on a diverse range of topics ranging from the arts to electronics and engineering. Tony's experience as an editor allows him to bring a keen sensibility to reviewing copy for grammar, sentence structure and voice.

In addition, Tony brings decades of experience as a stage and film actor to the table, including time spent in the professional theater world (member, Actors' Equity Association since 2016). He has done commercial voiceover work, directed for several regional theater companies and taught acting classes for kids, teens and adults. He has also been building credentials as a sound designer and video editor.

POSSIBLE SERVICES

(all prices are per-unit estimates based on \$25/hour nonprofit organization rate)

Social media graphics	5-7 days	\$50 to \$100 ea.
Poster design	7-10 days	\$150 to \$300 ea.
Business identity materials (incl. business cards, stationery, promotional items)	10-14 days	\$75 to \$150 ea.
Brochures	2-3 weeks	\$200 to \$400+
Magazine/catalog design	4-6 weeks	\$750 to \$1500+
Copy editing (review of existing materials)	3-5 days	\$0.05 per word
Copy writing (incl. blog posts, brochure copy, press releases)	2-3 weeks	\$0.30 per word
Voiceover work	5-7 days	\$0.05 per word
Acting class (tailored to specific ages/topics, including public speaking confidence)	1-2 weeks	\$30 per hour
Video editing	2-3 weeks	varies by project