Arters Publishing

RATE CARD · CARD DECK DESIGN AND PRINTING IN SINGAPORE

Your ideas, in a deck people keep.

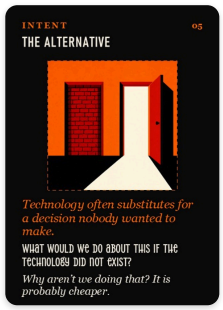
Teaching cards, coaching and reflection decks, oracle and affirmation cards, training games. We write, design and print them, with fixed prices and clear limits.

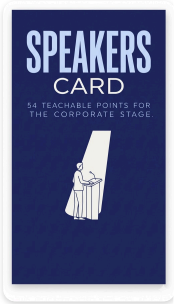
Prices in SGD, no GST Draft v0.2 · 18 November 2026 www.arters.sg · wheeteck@arters.sg











Structure first

We shape your content into suits or categories, a how-to-use card and a deck that works in a session.

Honest about AI

AI helps with drafting, layout and some illustration. Every AI-assisted image is labelled. Hand-drawn art is drawn by human artists.

Print handled for you

From one prototype deck to 3,000 boxed and shrink-wrapped decks, printed in Singapore or China.

DESIGN PACKAGES

Four ways to make a deck

	Deck Layout	Deck Writer MOST CHOSEN	Illustrated Deck	Hand-drawn Deck
Price	S$1,800	S$3,800	S$5,800	S$12,800
Cards	Up to 54	Up to 54	Up to 54	Up to 54
Who writes	You supply the text	We write from 3 interview hours	We write from 3 interview hours	We write from 3 interview hours
Deck structure	As you give it	Suits or categories + how-to-use card	Suits or categories + how-to-use card	Suits or categories + how-to-use card
Art	Your images, icons and type	Icons and type	One image per card, AI-assisted, art-directed and retouched (labelled)	Up to 30 hand-drawn illustrations by commissioned artists; other cards typographic
Card back + tuck box	Included	Included	Included	Included, with a hand-drawn cover
Revision rounds	2	3	3	3 (1 pencil review per illustration)
Print-ready files	All packages: 63 × 88 mm poker size with bleed, plus the box dieline. Other sizes (tarot, oracle, flash) on request.			
Timeline	3–4 weeks	5–6 weeks	6–8 weeks	8–12 weeks

OUR WORK

Decks we have made

Designed by Whee Teck Ong at Arters, with the artists named. Captions say how each deck's art was made.







Animal Spirit Oracle

An oracle of animal guides in four elements, Air, Earth, Fire and Water, with a spirit series, instruction cards and a box. A hand-drawn deck: every animal is drawn in pen and ink.

52 cards · 5 × 7 in · back · box · instruction cards

Concept, writing and design: Whee Teck Ong · Illustrations: hand-drawn by James Leong





Lenormand, Art Nouveau

A traditional 36-card Lenormand restyled in Art Nouveau, with playing-card insets and a matching box.

36 cards · back · box · A4 print sheets

Concept and design: Arters · Art: AI-assisted, art-directed



Manifestation Oracle

Four suits of 13 cards, an engraving style, a guidebook and box covers.

52 cards · guidebook · box

Writing and design: Arters · Art: AI-assisted, art-directed

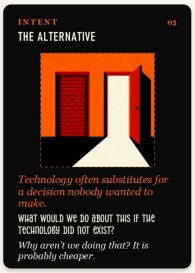


Speakers Card

54 teachable points for the corporate stage: mindset, structure, delivery, body language and slides.

54 cards · box · A4 print sheets

Writing and design: Arters · Icons and cover: AI-assisted

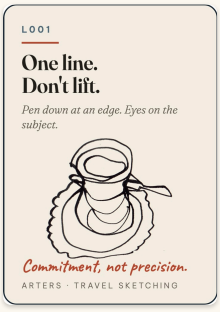


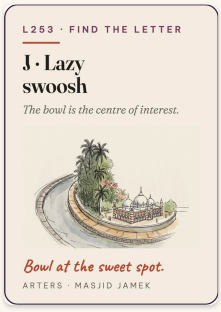
The AI Adoption Deck

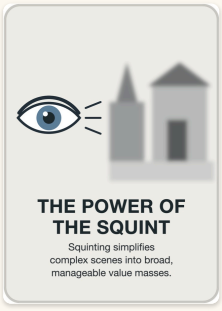
A workshop deck for leadership teams: one prompt per card on intent, risk and the alternative to doing nothing.

54 cards · 3 backs · box (in development)

Writing and design: Arters · Art: AI-assisted







Arters teaching cards

A library of 113 art-teaching cards, each tied to a lesson in the Arters travel sketching programme. One idea per card, a title, a hand-written line and a simple picture. Used in Arters sketching workshops.

113 cards · 2.5 × 3.5 in · print-readable type standard (title 18 pt minimum)

Teaching content and design: Arters · Ink-and-wash pictures: AI-assisted from Whee Teck's sketches and lessons

PRINTING

From one prototype to 3,000 decks

We manage the printing, check the proofs and deliver to you. Printing is charged at cost plus 25%.

	Prototype	Singapore run	Premium run
Best for	Testing the deck in a session, gifts, a pitch	Workshops, corporate giveaways, retail	Oracle and tarot sizes, rigid or magnetic boxes, foil, gilded edges
Quantity	1–20 decks	300–3,000 decks	200 decks and up
Format	Digitally printed sheets on 310gsm card, cut and boxed by hand	56 cards, 63 × 88 mm, 310gsm, varnished, round corners, tuck box, shrink-wrapped	Any size, 300–350gsm or black-core stock, choice of finishes and boxes
Price	**From S$45 a deck**	**300 decks S$1,440** **500 decks S$1,810** **1,000 decks S$2,560**	**Quoted per job**
Lead time	About 1 week	5–10 working days after proof	6–8 weeks including shipping

ADD-ONS

Extras, priced upfront

Guidebook booklet, up to 32 pages	S$1,200
Rigid or magnetic box design	S$400
Extra card beyond 54: layout	S$40
Extra card: with AI-assisted image	S$90
Extra card: hand-drawn illustration	S$240
Extra interview hour	S$150
Rush, timeline halved, if capacity allows	+30%

GOOD TO KNOW

Rights and limits

- **Your deck.** You own the text and the finished deck design. Artists keep copyright in hand-drawn illustrations; you get a lifetime licence to use them for the deck and its marketing.
- **AI-assisted images** are labelled as such in our files and portfolio. If you need no AI at all, choose the Hand-drawn Deck.
- **Revisions** are counted per round across the whole deck, not per card.
- **Proofs:** you approve a digital proof, and a printed prototype for runs of 300 or more, before the full run.
- **Payment:** 50% on signing, 50% before files go to print. Print runs are paid in full before ordering.
- Brand names, quotes and likenesses of real people need your written permission.

NEXT STEP

Start with a free 30-minute deck chat

Tell us who the deck is for and how it will be used. We will suggest a package and send a fixed-price proposal within a week.

Email **wheeteck@arters.sg** · www.arters.sg

Arters Publishing is part of Arters Pte Ltd (UEN 201205309N), Singapore.

Draft rate card for discussion. Prices may change before launch; your signed proposal is the final word.