

E.3.8 / H.1.1.1: Rates

Each project has its own unique scope and circumstances, but for the purposes of broad planning or due diligence, we've put together a list of the common services we perform and their costs. We'd prefer to build a custom solution, estimate and proposal for our clients and prospects, so this isn't intended to be something binding or definitive.

General Services	Rate
Client Service, Creative Service & Strategy Development	\$160/hour
Research, Content Organization and Quality Assurance	\$60/hour
Photography (Single Shooter); with Processed/Retouched Assets	\$2,400/day
Videography (Single Shooter); with Raw Assets	\$4,000/day

Common Projects & Services	Rate
Brand Exploration and Development	~ \$16,000 - \$20,000
Messaging Development	~ \$6,500
Basic Identity Development	~ \$9,500
Typical Print Collateral "Startup" Package	~ \$4,000
Report, Magazine or Newsletter Design and Layout	~ \$15,360
Website: Basic Landing Page	~ \$4,800 - \$8,000
Website: Informational Website	~ \$15,000 - \$25,000
Radio	~ \$3,000
Video: Testimonial- or VO-Driven Concept Package	~ \$8,500 - \$25,000
Video: Short, Motion-Graphics with Stock or Existing Footage	~ \$4,200 - \$6,000
Website: Informational Website	~ \$15,000 - \$25,000

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Common Projects & Services	Rate
Social Media Strategy, Including Paid Campaign Concept	~ \$3,500
Social Media Account Setup; with Graphic Design	~ \$960
Risk and Response Matrix	~ \$2,500
Startup: Proactive Social Media Content (a.k.a. "The Can")	~ \$1,920
Weekly Editorial Calendar	~ \$5,500 /month
Community Monitoring and Management, Optimization and Reporting	\$1,760/month
Weekly Sentiment/Listening Reports: Setup and Monthly Management	~ \$1,600/setup \$2,400/month
Email Marketing: Setup and Template Design	~ \$2,560