

# Unknown.Studio Rate Sheet

Category I: Web-Based, Social & Emerging Media Services	Rate
Website Planning & Strategy: Discovery, Sitemap, Wireframe	\$2,500
Website Design & Development: Single-Page/Landing Page	\$1,500 – \$3,500
Website Design & Development: Standard Website	\$7,500 – \$12,500
Website Design & Development: Advanced Website	\$15,000+
Website Design & Development: Ecommerce Website	\$30,000+
Website Design & Development: Website Accessibility for WCAG & ADA Compliance	Starting at \$150/mo
Website Design & Development: Monthly Analytics Reporting & Dashboard (Google Analytics, Google Search Console, Google Business Profile, Digital Advertising, Aggregated Social Media Sources)	\$150/mo
Website Content & Brand Messaging Refresh	\$4,000
Blogging: Standard, less than 1,000 Words	\$1,000
Blogging: Standard, 1,000 – 1,500 Words	\$1,500
Blogging: Technical/Subject Matter Expert, 1,000 – 1,500 Words	\$3,000
Blogging: Technical/Subject Matter Expert, 1,500 – 2,500 Words	\$5,000
Blogging: Technical/Subject Matter Expert, 2,500 – 5,000 Words	\$10,000
Blogging: Social Media Graphics & Content Package	\$250
Social Media: Content Strategy & Schedule	\$1,500
Social Media: Identity Graphics Package	\$250
YouTube: Video Publishing	\$200
Podcasting: 30 – 45 Min Episode, Audio-Only (Studio, Technology & Production, Editing)	\$2,000 – \$3,000
Podcasting: 30 – 45 Min Episode, Audio & Video (Studio, Technology & Production, Editing)	\$3,000 – \$5,000
Email Marketing: Monthly Email Newsletter	\$2,500/mo
Email Marketing: Ecommerce Email Automation	\$5,000/mo
Category II: Client Services	Rate
Event Planning & Management	\$30,000+
Event Support: Event Graphics, Messaging, Marketing	\$1,500 – \$7,500+
Account Service & Project Management	\$145/hr

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Category III: Creative Services	Rate
Creative Strategy & Planning	\$250/hr
Graphic Design	\$190/hr
Scriptwriting & Copywriting	\$190/hr
Photography & Editing	\$200/hr
Photography & Editing with Travel	Dependent on Scope & Distance
Video Production: Testimonial/Interview Style	\$2,000/30sec
Video Production: Level 1 (1 – 2 Video Deliverables)	\$6,000 – \$12,000
Video Production: Level 2 (2 – 3 Video Deliverables)	\$12,500 – \$22,500
Video Production: Level 3 (3 – 5 Video Deliverables)	\$25,000 – \$45,000
Audio Production (15 – 30sec commercial)	\$1,500/spot
Video Production with Travel	Dependent on Scope & Distance

Category IV: Advertising and Marketing Services	Rate
Brand Development: Level 1 (Logo Design & Identity Package)	\$2,500 – \$3,500
Brand Development: Level 2 (Logo Design, Brand Messaging, Usage Examples, and Digital Brand Book)	\$5,000 – \$7,500
Brand Development: Level 3 (Visual Identity System, Brand Messaging, Usage Guide, and Digital Brand Book)	\$10,000 – \$15,000
Brand Development: Level 4 (Brand Architecture, Visual Identity Systems, Brand Messaging, Brand Photography, Usage Guide, and Printed Brand Book)	\$35,000+
Creative Strategy & Planning	\$250/hr
Media Strategy, Planning, Reporting	Included in Media Rates
Search Engine Optimization (SEO): Audit & Report	\$1,200
Search Engine Optimization (SEO): Initial SEO Setup	\$1,500
Search Engine Optimization (SEO): Monthly SEO Reporting, Management, and Link Building	\$1,500/mo
Search Engine Optimization (SEO): Blogging	Refer to Category I - Blogging
Advertising & Campaign Development	Dependent on Scope

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<b>Category V: Integrated Marketing Services</b>	
Refer to Categories I – IV & VII – VIII for Rates	

<b>Category VII: Direct Media Buys</b>	<b>Rate</b>
Traditional Media Buying (Media planning & strategy, media trafficking)	12%
Digital Media Buying (Media planning & strategy, media placement, monitoring & reporting)	20% Buying Fee
Programmatic: Targeted Banners	\$8 CPM
Programmatic: Targeted Video	\$12 CPM
Programmatic: Targeted Audio	\$18 CPM
OTT/CTV: Run of Network	\$28 CPM
OTT/CTV: Premium	\$34 CPM
OTT/CTV: Platinum	\$36 CPM
YouTube: True View	\$0.04 CPV
YouTube: Reach	\$6 CPM
Social: Facebook/Instagram Display	\$8 CPM
Social: Facebook/Instagram Video	\$12 CPM
Social: TikTok	\$12 CPM
Search Engine Marketing (SEM)	\$2,000/mo Minimum

<b>Category VIII: Outdoor Advertising</b>	<b>Rate</b>
Creative & Graphic Design	\$190/hr
Media Buying	12%
Vinyl Production Estimate: 14x48	\$1,100