

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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|---------------------------------------------------|--|
| Category V: Integrated Marketing Services | |
| Refer to Categories I – IV & VII – VIII for Rates | |

| Category VII: Direct Media Buys | Rate |
|-------------------------------------------------------------------------------------------|--------------------|
| 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 |

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