



Standard Services Matrix

Marketing & Digital Marketing	Hourly	Monthly Retainer	Retainer Terms:	Hourly Terms:	Pass Throughs
Social Media Contributor	\$35	Starts at \$500	3 Month Minimum	6 Hour Minimum	Content
Social Media Management	\$40	Starts at \$1200	6 Month Minimum	25 Hour Minimum	Media Purchases and Content
Search Engine Optimization (On-Domain)	\$100	Starts at \$1200	6 Month Minimum	10 Hour Minimum	None - No more than 20 new Pages/Posts/Month
Search Engine Optimization (Off-Domain)	\$125	Starts at \$1500	6 Month Minimum	10 Hour Minimum	Media Purchases
Search Engine Optimization (BOTH)	\$125	Starts at \$2000	6 Month Minimum	10 Hour Minimum	Media Purchases. No more than 10 new pages/Posts/Month
Backlink Removal Service	\$200	N/A	1 Month Minimum	10 Hour Minimum	All
Pay-Per-Click Advertising Management	NA	Starts at \$1500	3 Month Minimum	N/A	Media Purchases
Copy-Writing/Editing (Newsletter etc)	\$25	Starts at \$500	3 Month Minimum	3 Hour Minimum	None
Coop Marketing Program Management	NA	Starts at \$2000	3 Month Minimum	N/A	Media Purchases
Contact Management	\$50	Starts at \$1000	3 Month Minimum	N/A	Licenses and Lists
Creative Services	\$100	Starts at \$1000	3 Month Minimum	5 Hour Minimum	Licenses
Display Network management	\$50	Starts at \$1000	3 Month Minimum	N/A	Media Purchases
Other Digital and Conventional Marketing	NA	Based on Estimate	3 Month Minimum	N/A	Provided by Estimate

Agency of Record Services	Hourly	Monthly Retainer	Retainer Terms:	Hourly Terms:	Pass Throughs
Public Relations	N/A	Starts at \$2500	6 Month Minimum	N/A	Production, Release Distribution Services, Includes PR Copywriting.
Digital Marketing	N/A	Starts at \$3000	3 Month Minimum	N/A	Production and Media Purchases, Excludes Copy Writing
Full Service	N/A	Starts at \$7500	6 Month Minimum		Production and Media Purchases

Specialty Services	Hourly	Monthly Retainer	Retainer Terms:	Hourly Terms:	Pass Throughs
Retail Placement Consulting	\$175	Based on Estimate	N/A	10 Hour Minimum	All
Online Reputation Management	\$75-150	Based on Estimate	N/A	10 Hour Minimum	Media Purchases, Distribution Services
Event Management	\$50 - \$75	Based on Estimate	N/A	N/A	All
Media Purchasing	\$50 - \$120	Starts at \$1000	3 Month Minimum	10 Hour Minimum	All
Celebrity Endorsement / Spokesperson	N/A	N/A	NA	N/A	All
Crisis Response	N/A	Starts at \$1000	3 Month Minimum	N/A	All

Technology	Hourly	Monthly Retainer	Retainer Terms:	Hourly Terms:	Pass Throughs
Website Maintenance (Monthly)	\$50 - \$75	Starts at \$100	6 Month Minimum	4 Hour Minimum	Customer Requested 'Add-ons', Creative Services, Copy Services
CMS Based Website Development	\$75	Starts at \$1500	3 Month Minimum	10 Hour Minimum	Licenses, Content, Hosting
PHP & Front End Work	\$90+	N/A	N/A	10 Hour Minimum	All
Database and Application Development	\$100+	N/A	N/A	20 Hour Minimum	All
All Other - By Estimate	N/A	N/A	N/A	N/A	N/A
CRM Implementation	\$40 - \$90	Starts at \$2500	6 Month Minimum	20 Hour Minimum	All
Marketing Automation	\$75 to \$125	Starts at \$2500	6 Month Minimum	100 Hour Minimum	All

**All Media Purchases include a fifteen percent management charge and require a two month deposit. Media purchases are billed monthly and are due on Net 15 Days basis. All other services are billed monthly and are due on a Net 30 Days basis. Some advance payments may qualify for billing convenience discounts. All Hourly Rates are billed in half-hour increments.