

# Pricing

## Marketing & Advertising Services

D1.25

### PRICING

Krush provides turn-key pricing in this category or bill offer fixed hourly pricing.

SERVICE	PRICE
Video Production - Shoot/Edit/Animation - 2D	\$175 per hour
3D Modeling or specialty	\$250 - \$350 per hour
Content Writing/Editing	\$125 per hour
Graphic Design	\$100 per hour
Website Design & Development	\$175 per hour
Research	\$150 per hour + pass through hard costs
Media Buying / Optimization (ongoing)	15% commission for traditional, 20% commission for digital - or flat fee for estimated hours depending on the needs and complexity of the buy. Whichever is most beneficial. Discounts for media over \$250,000 to 10% or flat fee.
Reporting & Billing	\$125 per hour
Media Planning - Sr Planner	\$150 per hour or based on commission of buy Negotiable
Agency Services	\$125 per hour
Senior Brand Strategist	\$175 per hour
Creative Director	\$150 per hour
	<b>TURN-KEY EXAMPLE PRICES</b>
<b>Re-Branding - Logos</b>	Turn-key packages from: \$2,500 - \$5,000 depending on amount of designs and revisions

# Pricing

## Marketing & Advertising Services

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### PRICING

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SERVICE	PRICE
<b>Website Development</b>	Turn-key packages in 2018-2019 for state depts from: \$15,000 - \$50,000 all sites are bid turn-key based on pages and functionality.
<b>Social Media Management</b>	\$1,500 to \$3,500 - packages sold in 2018-2019 for state departments depending monthly content count needs and design needs. This includes content calendar planning and curation with marketing strategist.
<b>SEO Packages</b>	Set-Up averages \$5,000 - \$10,000 depending on page count.
<b>Website Hosting</b>	Turn-key w/ 1 hour of maintenance to perform monthly security updates. all current state contracts are \$300 - \$550 per month, depending on space needed.
<b>Printed Materials</b>	We bid out all print jobs and our prices are often lower than most other agencies with our nationwide contacts and broker status.
<b>Video Production</b>	All of 2018-2019 state was priced turn-key. Video production ranged from \$2,500 - \$10,000 per video on average.
<b>News Coverage, Email Marketing, Newsletters &amp; Blogging</b>	\$125 per hour for content. PR sold based on actual interviews achieved. \$1,000 for print online interviews and weekly publications - to \$2,500 per interview for primary news stations.

# SAMPLE TURN KEY PRICING EVALUATION

THIS IS A CURRENT TURN-KEY BID OUT FOR TRS FOR SERVICE.

SERVICE	VALUE - PRICE
<b>TURN-KEY PRICING:</b>	
<b>Website Redesign &amp; Development</b> WordPress CMS	VALUE: \$38,000 COST: \$15,000
<b>Web Hosting/Maintenance</b> - included until June 30, 2020 - ADDED VALUE	VALUE: \$1,800 COST: \$0
<b>Re-Branding</b> New Logo Design - 3 options w/ up to 3 revisions for favorite. Includes: Business Card template set-up, email signature template set-up, stationery/envelope set-up, plus all vector file	VALUE: \$7,500 COST: \$5,000
<b>REMAINING MARKETING TIME VAULT:</b>	
<b>Social Media (Content and Calendar)</b> Research - Analysis Social Media Posts Responses - Monitoring Meetings or Travel Included Monthly Reporting	COST: \$15,000 - 120 hours
<b>Graphics - Creative</b> Graphic design, infographics, light animated education videos (for social consumption)	COST: \$7,500 - 60 hours
<b>News Content Creation</b> <b>Blogging</b> <b>2 Annual Newsletters</b> <b>1 Insert Assistance for Newsletter</b>	COST: \$7,500 - 60 hours
<b>TOTAL CAMPAIGN SUMMARY</b>	VALUE: \$77,300**** COST: \$50,000