

<u>Service</u>	<u>Units</u>	<u>Rate</u>	<u>Hours</u>
Brand design - Brand concept advanced	p/project	R15 000,00	24,00
Brand design - Brand concept medium	p/project	R7 000,00	12,00
Brand design - Brand concept basic/refresh	p/project	R3 600,00	6,00
Client services - Meetings, telecons, interviews	p/hr	R750,00	1,00
Design - A4 Brochure design	p/page	R1 200,00	2,00
Design - A4 Letterhead design	p/project	R1 200,00	2,00
Design - Basic CI Manual	p/project	R4 800,00	8,00
Design - Advanced CI Manual	p/project	R9 600,00	12,00
Design - Design & Supply of CI elements for social media (Facebook, LinkedIn -> Cover & Profile Picture)	p/project	R2 400,00	4,00
Design - Basic logo conceptualisation & design	p/project	R4 800,00	8,00
Design - Medium logo conceptualisation & design	p/project	R9 600,00	16,00
Design - Advanced logo conceptualisation & design	p/project	R14 400,00	24,00
Design - Business card design	p/b.card	R1 200,00	2,00
Design - Design bannner	p/banner	R2 400,00	4,00
Design - Pull up banner standard	p/banner	R2 400,00	4,00
Design - Pull up banner large	p/banner	R3 600,00	6,00
Design - Design flyer	p/flyer	R1 200,00	2,00
Design - Design infographic	p/hour	R750,00	4,00
Design - Design meme	p/hr	R600,00	1,00
Design - Email signature design	p/hr	R1 200,00	2,00
Design - Newsletter design & layout	p/hr	R600,00	1,00
Design - PPT Template design cover slide & text slides (max. 3 pages)	p/project	R1 800,00	3,00
Design - Google Display Ad Design	p/hour	R600,00	1,00
Email Marketing - Bulk mail system fee (per 500 addresses)	p/month	R300,00	1,00
Email Marketing - Bulk mail system set up	p/hr	R600,00	1,00
Google Analytics - Analytics monitoring and reporting	p/month	R1 200,00	2,00
Google Analytics - Google Analytics and Search Console set up	p/setup	R2 400,00	4,00
Google Adwords - Google Adwords Campaign	p/campaign	case by case	tba
Google Adwords - Google Adwords Budget	p/budget	case by case	1,00
Management - Account management	p/hr	R750,00	1,00
Management - Project management	p/hr	R750,00	1,00
Not applicable	0	0	
Search Engine Optimisation - Keyword research	1 day	R1 800,00	4,00
Search Engine Optimisation - SEO research, maintain, measure	p/month	R1 200,00	2,00
Search Engine Optimisation - Website SEO - URL, title, metadescription, text	p/page	R600,00	1,00
Search Engine Optimisation - Set up Google My Business profile	p/setup	R2 400,00	6,00
Social Media - Coalate Newsletter data base	p/hr	R600,00	1,00
Social Media - Research & target key individuals - 20 LinkedIn connections	p/month	R2 400,00	4,00
Social Media - Set up social media company page (excl. writing profile)	p/page	R2 400,00	4,00
Social Media - Set up/edit social media personal profile (excl. writing profile)	p/page	R2 400,00	4,00
Social Media - Social Media post creation	p/post	R450,00	1,00
Stock Images - Stock images purchased	per image	R350,00	1,00
Strategy - Conceptual/strat development	p/project	R3 600,00	6,00

Strategy - Conceptual/strat per month	p/month	R1 200,00	2,00
Strategy - 1/2 Day Workshop Session	1/2 day	R4 500,00	4,00
Website Development - Additional design time for Premium theme	p/hr	R1 200,00	
Website Development - Purchase and set up Premium theme	1	R2 400,00	
Website Development - Additional functionality, eCommerce, Memberships, Forums	1	R4 500,00	
Website Development - Create wireframe of specific pages which require custom designs	p/page	R600,00	
Website Development - Web development per page	1	R900,00	
Website Development - Testing & go live	1	R1 200,00	
Website Development - Campaign landing page (lead generation page, sign up form, database capture, link to Payfast, thank you, download)	1	R3 500,00	
Website Development - Website research theme, plan concept & site map	p/project	R3 600,00	
Website Development - E-Commerce Page	per page	R3 500,00	
Website Maintenance - Define privacy policy and other legal text required for website	p/project	R600,00	
Website Maintenance - Focus group/User testing	p/project	R3 500,00	
Website Maintenance - Website technical management & security maintenance	p/month	R675,00	
Website Updates - Load/post new content	p/hr	R350,00	
Website Updates - Website updates (design & content) updates	p/hr	R1 200,00	
Written Content - Articles feature/case study	< 800 words	R2 500,00	4,00
Written Content - Articles opinion piece	< 1200 words	R3 000,00	5,00
Written Content - Articles research/interviews	per article	R1 200,00	2,00
Written Content - Blog writing short piece	< 400 words	R1 200,00	2,00
Written Content - Blog writing long piece	< 700 words	R2 100,00	3,00
Written Content - Client Social Media profiles	< 600 words	R1 800,00	3,00
Written Content - Copy writing: brochures	p/word	R3,00	
Written Content - Copy writing: slogans, pay-off lines, adverts, promotions	p/hr	R1 200,00	1,00
Written Content - Newsletter / Email content writing	< 400 words	R1 200,00	2,00
Written Content - Invites & flyers	p/hr	R1 200,00	1,00
Written Content - Other writing	p/word	R3,00	
Written Content - Press release	p/released	R1 800,00	3,00
Written Content - Script Writing	p/minute	R2 400,00	2,00
Written Content - Sub-editing & proofreading	p/word	R1,20	
Written Content - Website content per page (incl. SEO)	< 300 words	R900,00	1,50
Written Content - Website content rewrite per page (incl. SEO)	< 300 words	R450,00	1,00
Written Content - Case Studies	p/unit	R1 200,00	2,00
Written Content - Product overview, 1 page	<300 words	R1 200,00	2,00

Note: Prices are subject to change according to client brief and turnover expectations and are a rough guide for approximate pricing. All prices are subject to change after details of brief are finalized.