

Pricing

Marketing & Advertising Services

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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
	TURN-KEY EXAMPLE PRICES
Re-Branding - Logos	Turn-key packages from: \$2,500 - \$5,000 depending on amount of designs and revisions

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Website Development	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.
Social Media Management	\$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.
SEO Packages	Set-Up averages \$5,000 - \$10,000 depending on page count.
Website Hosting	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.
Printed Materials	We bid out all print jobs and our prices are often lower than most other agencies with our nationwide contacts and broker status.
Video Production	All of 2018-2019 state was priced turn-key. Video production ranged from \$2,500 - \$10,000 per video on average.
News Coverage, Email Marketing, Newsletters & Blogging	\$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
TURN-KEY PRICING:	
Website Redesign & Development WordPress CMS	VALUE: \$38,000 COST: \$15,000
Web Hosting/Maintenance - included until June 30, 2020 - ADDED VALUE	VALUE: \$1,800 COST: \$0
Re-Branding 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
REMAINING MARKETING TIME VAULT:	
Social Media (Content and Calendar) Research - Analysis Social Media Posts Responses - Monitoring Meetings or Travel Included Monthly Reporting	COST: \$15,000 - 120 hours
Graphics - Creative Graphic design, infographics, light animated education videos (for social consumption)	COST: \$7,500 - 60 hours
News Content Creation Blogging 2 Annual Newsletters 1 Insert Assistance for Newsletter	COST: \$7,500 - 60 hours
TOTAL CAMPAIGN SUMMARY	VALUE: \$77,300**** COST: \$50,000