



Similarly-Scoped Project Rate Card

| | |
|--|------------------------------------|
| Kick-off/discovery/audit (analysis of existing research and assets) | \$2,500 |
| 1-year communication strategy and plan/calendar | \$5,500 |
| Development of key brand messaging/talking points | \$2,000 |
| Website design and development (simple site, minimal bells/whistles) | \$11,000 |
| Website maintenance and ongoing content updates | \$850/ month |
| Social media management (creation and weekly posts) | \$2,000/ month |
| Public relations management (working with news outlets) | \$1,000/ month |
| Email marketing | \$2,000/ month |
| Development of branding graphics | \$3,500 |
| Photography/videography | \$750 per half-day of shooting |
| Video editing and production | \$3,000 - \$5,000/ completed video |
| Print collateral design and development | \$1,000 - \$3,000/ piece |
| Capital campaign communications management | \$1,000 - \$3,000/ month |
| Meeting and project management, ongoing | \$825/ month |
| Graphic design, miscellaneous | \$75/ hour |
| Copywriting, miscellaneous | \$75/ hour |

Rates are estimates and subject to change based upon project scope. These rates are calculated based upon an hourly agency rate of \$75/ hour and a typical or anticipated number of hours per project. Rates do not include 3rd party charges such as printing, postage, or paid advertising. Metre does not mark up 3rd party charges or charge a commission. All work is done in-house at Metre.

Expires December 2018