

WEBSITE

Design - starting from \$1,000 for 5 static pages
Development - starting from \$2,000 for 5 static pages
Launch and Backend Implementation - \$500
Web Hosting - \$50 per month
Content Maintenance - \$200 per month
CMS System - available upon request

LANDING PAGE

Page Design - \$500
Page Development - \$500
Page Hosting - \$20 per month

EMAIL MARKETING

Email Design - \$500
Email Build - \$500
Email Send and Management - \$200 per email broadcast + \$0.01 per email address send
List Building and Maintenance - \$30 per hour
List Purchase - 10% on list cost

MARKETING AUTOMATION

Email Marketing pricing as above
Marketing Automation Design - \$3,000
Marketing Automation Monthly Management - \$1,000

CONTENT WRITING

Consultation - \$100 per brief
Content Production - \$1 per word

SEO

Setup - \$1,000
Monthly Service - \$750

SEM

Campaign Setup - \$500
Campaign Optimisation and Management - \$1,000 per month
Search Media costs as specified by client

DISPLAY ADVERTISING

Adwords/ Facebook/ LinkedIn/ Instagram and similar platforms

- Campaign Setup - \$500
- Campaign Optimisation and Management - \$750
- Media costs as specified by client

Publisher Placement

- Campaign Setup - \$200
- Media costs as specified by client
- Note: Inform earns a 10% commission from the Publisher

Programmatic

- Campaign Setup - \$500
- Campaign Optimisation and Management - \$1,000
- Media costs as specified by client

SOCIAL

Posts on social media channels - \$500 per month
Page monitoring and management - \$250 per month



RATE CARD

As a general guide, this rate card includes campaign and solutions pricing.

To help you get started quickly, we offer an accessible and customisable pricing option, with a low engagement cost. We also offer services by the hour.

For a detailed scope, contact cindy.yame@informgroup.com