

MARKETING MENU & RATES

STANDARD RATES

INTRODUCTORY CLIENT CONSULTATION

\$0 - FREE (\$200 - \$1,800 value)

- Discovery session includes up to 4 staff hours
- Direct discussions and assistance on client's specific situation to see how we can help, and if we are a good fit
- Guaranteed to be a value-add with advice and direction even if no additional services added



MARKETING / SALES CONSULTATION | TRAINING

\$49 - \$200 / hour

- Price varies with scope, and staff involved
- Ongoing retainers welcomed

GRAPHIC DESIGN / LAYOUT | PHOTOGRAPHY / VIDEO & PRODUCTION, EDITING

\$69 / hour

- All product created is copyright / file released to client

WEBSITE DESIGN / DEVELOPMENT & MAINTENANCE

\$69 / hour

- 2 hours of basic training on website management for owner maintenance or minor changes
- First year of domain hosting services free
- Control panel access optional upon request
- Minimum \$1,000 for complete website build

WRITING / EDITING | RESEARCH | SOCIAL MEDIA SEO OPTIMIZATION

\$49 / hour

DOMAIN HOSTING (on private cloud based server)

\$96 / year (\$8 / month)

- Includes domain name renewals, monthly site backups, no maintenance, and 1 free hour of tech support.
- Maximum 10 initial emails (unlimited storage)

DOMAIN / WEBSITE MAINTENANCE RETAINER

\$20/month for basic website (6 pages)

- Additional or more complex sites by bid
- Scheduled security updates, template updates, and full website backups
- One hour of technical support free / month

PRINTING | PROMOTIONAL PRODUCTS | LOGO WEAR STOCK PHOTOGRAPHY | WEB ADD-ONS | PURCHASES SIGNS / BANNERS

Actual product cost plus 20% for handling

- We use many and online and wholesale product and printing vendors for wholesale cost and volume savings

PRE-PACKAGE DEALS

"STREET CRED" - WEB CREDIBILITY - BASIC

\$1,900 - complete package

- 6 page standard website - template based
- Mobile friendly, basic search engine optimization, Facebook page with basic cover image, Twitter page with cover image, online business listings on Google, Yelp, Foursquare, Yahoo and Bing
- Legal privacy policy and terms of use statements
- Website template, domain purchases, images, other add-on costs vary by approval
- All content for images and text provided by client, or billed at normal rates

"IMAGE IS EVERYTHING" BRANDING PACKAGE

\$750 - complete package

- Logo and slogan consultation and design, redesign or from scratch
- Includes 3 meetings, and 3 specific revisions from 2 final approved logo concepts
- Letterhead, envelope, and business card templates
- Copyright released logo in all digital formats
- Corporate Branding standards sheet

"GET SOCIAL" - SOCIAL MEDIA LAUNCH - BASIC

\$500 - complete package

- Launch Facebook with cover image, ad and first content; Twitter account and images, Google Plus account, and 2 generic graphics for discounts or other announcements
- Two hours of training

DISCLAIMERS & MISC. INFO

Z, Inc. is a boutique full-service business, marketing, and capital solutions company with a variety of solutions for virtually any size and any type of business. We know all the tricks in the book to make our solutions extremely efficient and cost effective. This comes from years of developing numerous companies from scratch, including several of our own. We treat our clients as if their business was our own. Ask for our other business services menus.



- * Billing is done in increments of 15 minutes, fudged to clients advantage
- * Discounts apply for ongoing contractual arrangements
- * Invoice terms are 2%/10 Net 30 (discounts of 2% off invoice are given if payment is issued within 10 days)
- * Travel and expenses are reimbursable by prior written agreement
- * Prices subject to change without notice
- * All items are available a la carte or by specific project bid