



CONTENT RATES

BRANDED PHOTOGRAPHY

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Starter photography session

\$450

- 45 to 60 minutes
- one location
- 15 edited images

Standard photography session

\$725

- up to 90 minutes
- one to two locations or setups
- 30 edited images

Expanded content session

\$1,050

- up to 3 hours
- larger image library
- team/process/space details
- 50+ edited images

Headshots mini add-on

\$150 to \$250

PHOTO + VIDEO CONTENT DAYS

Mini content day

\$900

- up to 2 hours on site
- photo library
- 1 reel
- 15 to 20 edited photos

Standard content day

\$1,350

- up to 4 hours
- 2 to 3 reels
- 30 to 40 edited photos

Signature content day

\$2,100

- full day
- 4 to 6 reels
- 50+ edited photos
- mixed vertical and website-friendly assets

**Rates vary based on shoot length, number of locations, number of people involved, content goals, and the amount of editing required. Simpler sessions with one location and straightforward coverage will typically fall on the lower end, while larger sessions involving more setup time, additional content needs, or a higher volume of final images and video assets will fall on the higher end.*



VIDEO & EDITING

SHORT-FORM VIDEO / REELS

Reel editing only with client-supplied footage

- Simple reel: \$175
- Standard reel: \$250
- More layered reel: \$325

Filmed + edited social reel

- Single short-form reel: \$350 to \$550

Reel bundle from one shoot

- 3 reels: \$900
- 5 reels: \$1,350
- 8 reels: \$2,000

Half-day content capture

- Up to 4 hours: \$1,050
- filming
- basic audio capture
- one main edit or 2 to 3 short edits
- basic captions/text
- one revision round

Full-day content capture

- Up to 8 hours: \$1,750
- filming
- audio capture
- one main edit plus short cutdowns
- one revision round

ON-SITE BUSINESS CONTENT

Quick field content session

- 2 hours on site + 1 edited video: \$650
- 2 hours on site + 2 edited deliverables: \$850

Simple interview video

- \$650 to \$950

Best for: owner message, expert advice clip, educational service video or project update

Interview video with cutdowns

- \$950 to \$1,350
- main video
- 2 to 4 short cutdowns
- captions/text support

Event coverage

Event photo + video lite

- 2 hours: \$700
- 4 hours: \$1,200
- 8 hours: \$1,950

Event recap reel add-on

- Add \$250 to \$450

Rush next-day recap

- Add 30%

**Rates vary based on filming time, number of deliverables, editing complexity, audio needs, turnaround time, and overall post-production requirements. Simpler videos and reels with straightforward editing will usually fall on the lower end, while projects involving multiple edits, cutdowns, captions, more footage to sort through, or rush delivery will fall on the higher end.*



GRAPHIC DESIGN

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Social graphic

- \$85 to \$150 each

Carousel / multi-slide social design

- \$175 to \$300

Flyer / postcard / simple promo piece

- \$225 to \$450

YouTube thumbnail

- \$75 to \$125

Event graphic package

- \$300 to \$650

Presentation / deck visual polish

- \$350 to \$800

MONTHLY RETAINERS

Essential Retainer

- \$850/month
- 4 reels or short videos
- light caption support
- one planning call

Growth Retainer

- \$1,350/month
- 6 to 8 short-form pieces
- one on-site content session
- light graphics/photo support
- caption support

Content Partner Retainer

- \$2,000/month
- one half-day content shoot
- 8 to 10 mixed deliverables
- photo + video mix
- limited graphics support
- priority turnaround

**Graphic design rates vary based on project complexity, number of assets, formatting needs, and revision time. Minimal text-based graphics and simple layouts will usually fall on the lower end, while custom compositions, multi-slide designs, layered visuals, and more involved brand assets will fall on the higher end. Retainer pricing may also vary based on deliverable volume, turnaround expectations, and the level of ongoing creative support required.*



ARTICLES & BLOGS

STANDALONE ARTICLES

Basic blog post

\$250 to \$350

- 600 to 900 words
- lighter research
- straightforward topic
- no heavy SEO structuring

Standard SEO blog post

\$400 to \$600

- 900 to 1,300 words
- moderate research
- SEO-conscious structure
- headline + subheads
- meta description
- excerpt/snippet
- 1 revision round

In-depth authority blog

\$650 to \$900

- 1,300 to 2,000+ words
- more technical subject matter
- stronger SEO intent
- deeper structuring
- FAQ section
- stronger conversion focus
- more involved brand positioning

MONTHLY BLOG PACKAGES

2 blogs per month

- \$750 to \$1,000

4 blogs per month

- \$1,400 to \$2,000

Blog + social repurposing package

- \$1,800 to \$2,400
- 4 blogs
- excerpts/snippets
- meta descriptions
- light social caption repurposing

Blog refresh / rewrite

- \$175 to \$325
- updating old blog content
- reworking structure
- improving clarity
- light SEO improvement

**Writing rates vary based on topic complexity, research needs, word count, SEO depth, revision requests, and the overall strategy involved. Shorter, more straightforward articles with lighter research will usually fall on the lower end, while more technical, research-heavy, SEO-focused, or conversion-driven content will fall on the higher end. Monthly blog package pricing may also vary depending on content volume, repurposing needs, and overall scope.*