

Jacqueline Freer: Rate Card 2018

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CONSULTING SOUTH AFRICA

In House Consulting Rates

Hours PD	In Rate PH + Travel Fee	In Total PM	Loyalty Discount PH	Loyalty Discount PM
1	R950.00	R950.00	R0.00	R0.00
5	R900.00	R4,500.00	R50.00	R250.00
10	R850.00	R8,500.00	R100.00	R1,000.00
15	R800.00	R12,000.00	R150.00	R2,250.00
20	R750.00	R15,000.00	R200.00	R4,000.00
30	R700.00	R21,000.00	R250.00	R7,500.00

Excluding Air & Ground Travel Cost, Airbnb & Breakfast

Out of Office Consulting Rates

Hours PD	Out Rate PH	In Total PM	Loyalty Discount PH	Loyalty Discount PM
1	R750.00	R750.00	R200.00	R200.00
5	R700.00	R3,500.00	R250.00	R1,250.00
10	R650.00	R6,500.00	R300.00	R3,000.00
15	R600.00	R9,000.00	R350.00	R5,250.00
20	R550.00	R11,000.00	R400.00	R8,000.00
30	R500.00	R15,000.00	R450.00	R13,500.00

CONSULTING GLOBAL (US DOLLARS)

In House Consulting Rates

Hours PD	In Rate PH	In Total PM	Loyalty Discount PH	Loyalty Discount PM
1	\$91.50	\$91.50	\$0.00	\$0.00
5	\$87.00	\$435.00	\$4.50	\$22.50
10	\$82.00	\$820.00	\$9.50	\$95.00
15	\$77.50	\$1,162.50	\$14.00	\$210.00
20	\$72.50	\$1,450.00	\$19.00	\$380.00
30	\$67.50	\$2,025.00	\$24.00	\$720.00

Excluding VISA fees, Air & Ground Travel Cost, Airbnb & Breakfast

Out of Office Consulting Rates

Hours PD	Out Rate PH	In Total PM	Loyalty Discount PH	Loyalty Discount PM
1	\$72.50	\$72.50	\$19.00	\$19.00
5	\$67.50	\$337.50	\$24.00	\$120.00
10	\$63.00	\$630.00	\$28.50	\$285.00
15	\$58.00	\$870.00	\$33.50	\$502.50
20	\$53.00	\$1,060.00	\$38.50	\$770.00
30	\$48.50	\$1,455.00	\$43.00	\$1,290.00

INFLUENCER MENTIONS (Single Posts) Please Enquire for Global Rates

Platform	Link	Audience	Metric	Included	Single Rate (ZAR)	Duration
Instagram	www.instagram.com/inrichmint	1,071	Followers	Tag & Link to Site	R200.00	Per Post
LinkedIn	www.linkedin.com/in/inrichmint	6,778	Contacts	Link to Site	R500.00	Per Post
Facebook Page	www.facebook.com/InpressPublications	3,597	Likes	Link to Site & Tag	R350.00	Per Post
Twitter	@inrichmint	1,577	Followers	Link to Site & Tag	R250.00	Per Tweet
YouTube Video Upload + Social Share	www.youtube.com/inrichmint	90,411	Views	Link to Site & SEO	R1,000.00	Per Client Video
YouTube Vlog/Feature + Social Share	www.youtube.com/inrichmint	90,411	Views	Link to Site & SEO	R2,000.00	Per Personal Vlog
Blog Post + Social Share	www.inpressmag.com	5,174	Facebook & Twitter	Link to Site & SEO	R1,500.00	Per 500 Word Feature
Newsletter Ad	Freer Times	9,300	Readers	Link to Site	R1,750.00	Per Mailer

INFLUENCER CAMPAIGNS (3 Weeks) Please Enquire for Global Rates

Platform	Link	Audience	Metric	Included	Campaign Rate (ZAR)	Campaign Elements
Instagram	www.instagram.com/inrichmint	1,071	Followers	Tag	R960.00	6 Per Campaign
Facebook Page	www.facebook.com/InpressPublications	3,597	Likes	Link to Site & Tag	R1,680.00	6 Per Campaign
Twitter	@inrichmint	1,577	Followers	Link to Site & Tag	R1,200.00	6 Per Campaign
Blog Post + Social Share	www.inpressmag.com	5,174	Facebook & Twitter	Link to Site & SEO	R3,400.00	2 Per Campaign
Newsletter Ad	Freer Times	9,300	Readers	Link to Site	R1,400.00	1 Mailer
					R7,240.00	(Including 20% Discount)

AD HOC SERVICES (Single Posts) Please Enquire for Global Rates

Platform	Requirements	Including	Excluded	Starting From (ZAR)	Approx. Time Line
Electronic Press Kit (EPK) pdf	Basic Copy, Logos, Images, Links, Marketing Assets	Layout, Copy/Editing, Data Transfer	USB Devices, SEO	R10,000.00	1 - 2 Weeks
Corporate Identity (Branding)	Consulting Time, Target Market, Brand Concept	Logo Design, Email Signatures, Digital Banners	USB Devices, Print	R15,000.00	1 - 2 Weeks
WordPress Website (Free Theme Included)	Basic Copy, Logos, Images, Links, Marketing Assets	Customisation, Copy/Editing 350 Words P/Pg	Domain, Hosting, SEO	R35,000.00	6 - 8 Weeks
Web/App Developer Per Hour (Coding)	Wordpress Website (Complete or In Progress)	Functionality, Theme Changes, Graphic Design	Domain, Hosting, SEO	R750.00 Flat Rate	As Required
Graphic Artist Per Hour (Design)	General Idea of Concept for Designer to Work From	Copy Editing, General Design Elements	All Print Requirements	Scaled Accordingly	As Required
Online Hosting Services (Contract)	According to Your Objectives & Budget	Full Hosting Services for Your Business	According to Needs	R1999.00 Monthly	Monthly Subscription