

Jacqueline Freer: Rate Card 2019

CONTACT ME: info@jacquelinefreer.com

CONSULTING SOUTH AFRICA (Retainers & By The Hour) ZAR

In House Consulting Rates

Hours PD	In Rate PH + Travel Fee	In Total PM	Retainer Discount PH	Retainer Discount PM
1	R1,050.00	R1,050.00	R0.00	R0.00
5	R950.00	R4,750.00	R100.00	R500.00
10	R900.00	R9,000.00	R150.00	R1,500.00
15	R850.00	R12,750.00	R200.00	R3,000.00
20	R800.00	R16,000.00	R250.00	R5,000.00
30	R750.00	R22,500.00	R300.00	R9,000.00

Excluding Air & Ground Travel Cost, Airbnb & Breakfast for Out of Town Clients

Out of Office Consulting Rates

Hours PD	Out Rate PH	In Total PM	Retainer Discount PH	Retainer Discount PM
1	R850.00	R850.00	R200.00	R200.00
5	R800.00	R4,000.00	R250.00	R1,250.00
10	R750.00	R7,500.00	R300.00	R3,000.00
15	R700.00	R10,500.00	R350.00	R5,250.00
20	R650.00	R13,000.00	R400.00	R8,000.00
30	R600.00	R18,000.00	R450.00	R13,500.00

CONSULTING GLOBAL (US DOLLARS) (Retainers & By The Hour) \$

In House Consulting Rates

Hours PD	In Rate PH (+25%)	In Total PM	Retainer Discount PH	Retainer Discount PM
1	\$94.00	\$94.00	\$0.00	\$0.00
5	\$85.00	\$425.00	\$9.00	\$45.00
10	\$81.00	\$810.00	\$13.00	\$130.00
15	\$76.00	\$1,140.00	\$18.00	\$270.00
20	\$72.00	\$1,440.00	\$22.00	\$440.00
30	\$67.00	\$2,010.00	\$27.00	\$810.00

Excluding VISA fees, Air & Ground Travel Cost, Airbnb & Breakfast for International Clients

REMOTE RATES - Out of Office Consulting Rates

Hours PD	Out Rate PH (+25%)	In Total PM	Retainer Discount PH	Retainer Discount PM
1	\$76.00	\$76.00	\$18.00	\$18.00
5	\$72.00	\$360.00	\$22.00	\$110.00
10	\$67.00	\$670.00	\$27.00	\$270.00
15	\$63.00	\$945.00	\$31.00	\$465.00
20	\$58.00	\$1,160.00	\$36.00	\$720.00
30	\$54.00	\$1,620.00	\$40.00	\$1,200.00

AD HOC PR & MARKETING SERVICES (Discounted)

Platform	Notes	Including	Excluded	Turnaround Time	Total (ZAR) R15	Total (USD)
Corporate Identity (Branding)	Consulting Time, Target Market, Brand Concept	Logo Design, Email Signatures, Digital Banners	USB Devices, Print	2 Weeks	R15,000.00	\$1,000.00
Electronic Press Kit (EPK) pdf	Basic Copy, Logos, Images, Links, Marketing Assets	Layout, Copy/Editing, Data Transfer	USB Devices, SEO	2 Weeks	R10,000.00	\$666.67
Graphic Artist Per Hour (Design)	General Idea of Concept for Designer to Work From	Copy Editing, General Design Elements	All Print Requirements	As Required	R750.00	\$50.00
Market & Industry Research Study	Client To Provide Required Data Elements to Include	Relevant Demographics and Statistics	Polling Campaign (8 Hrs)	2 Weeks	R8,000.00	\$533.33
Marketing, Digital, Ad, PR Strategy	12 Month (1 Year) Strategy for a Single Brand	Phased, Campaign Concepts, Content Ideas,	Content Creation	2 Weeks	R15,000.00	\$1,000.00
Online Hosting Services (Contract)	According to Your Objectives & Budget	Full Hosting Services for Your Business	According to Needs	Monthly Subscription	R1,999.00	\$133.27
Online Reputation Management	Includes Monthly Reporting Services	Comment & Inbox Responses, Sentiment Change	Software	1 Month	R20,000.00	\$1,333.33
Search Engine Optimisation (Basic)	Keyword Analysis + Site Optimisation 10 Pg Max	Webmaster, 5 x SEO Blogs, 10 x Listings, Reports	Advertising Costs	1 Month	R20,000.00	\$1,333.33
SEO Optimisation Keyword Analysis	A List of Keywords & Phrases Used for SEO Services	100 x Keywords, Phrases, Terms for SEO	Optimisation Services	1 Week	R4,400.00	\$293.33
Web/App Developer Per Hour (Coding)	Wordpress Website (Complete or In Progress)	Functionality, Theme Changes, Graphic Design	Domain, Hosting, SEO	As Required	R750.00	\$50.00
WordPress Website (Free Theme Included)	Basic Copy, Logos, Images, Links, Marketing Assets	Customisation, Copy/Editing 350 Words P/Pg	Domain, Hosting, SEO	12 - 14 Weeks	R35,000.00	\$2,550.00
Events Management Services	Events Concepts to Be Discussed with The Client	Events Planning, Coordination, Finances	Budget & Spend	As Required	According To Budget	According To Budget

PR MEDIA RELEASE SERVICES

Media Platforms	Monthly Requirements	Including	Excluded	Turnaround Time	Total (ZAR) R15	Total (USD)
Copywriting (Per Word)	Per Article	Research & Writing	Edits	Long Lead: 3-Months Short Lead: 1 Month	R2.50	\$0.25
Editing Services	Per Article	Copy Editing Services	Writing		R1.50	\$0.15
Online Only	1 x Published Placement	1 x Article Secured on Inpress Magazine	Print & Broadcast		R1,500.00	\$120.00
Online Only	1 x Published Placements	1 x Online Independent Media Placements			R2,000.00	\$150.00
Online Only	2 x Published Placements	2 x Online Independent Media Placements			R4,000.00	\$300.00
Online & Print	4 x Published Placements	4 x Mixed Independent Online & Print Placements	None		R7,000.00	\$480.00
Online, Print, Broadcast	7 x Total Placements & Airtime	7 x Independent Placements Across Platforms			R10,000.00	\$680.00
Online, Print, Broadcast	10 x Total Placements & Airtime	10 x Independent Placements Across Platforms			R15,000.00	\$1,000.00
Online, Print, Broadcast	15 x Total Placements & Airtime	15 x Independent Placements Across Platforms	R20,000.00		\$1,350.00	

BLOGGING SERVICES (Discounted)

Blogging Service	Requirements	Including	Excluded	Turnaround Time	Total (ZAR) R15	Total (USD)
Copywriting (Per Word)	Per Article	Research & Writing	Editing & Publishing	1 Week	R2.50	\$0.25
Editing Services	Per Article	Copy Editing Services	Copy & Publishing	1 Week	R1.50	\$0.15
Blogging Schedule & Content Plan (4)	Ideas from Client & Marketing Strategy Insights	1 Month Blogging Schedule & Content Plan	Content Creation	1 Week	R1,200.00	\$80.00
Wordpress or Wix Publishing Only (1)	Images & Approved Copy Provided by The Client	Social Media Share to Inpress Magazine (4.5k)	Graphic Design	1 Week	R500.00	\$33.33
1 x Article Monthly (500 - 600 Words)	Compiled Brief: Article Conception, Angle, Structure	Research, Copywriting, Licensed Image Sourcing	Edit, Design, Publish	1 Week	R1,000.00	\$66.67
2 x Article Monthly (500 - 600 Words)	Compiled Brief: Article Conception, Angle, Structure	Research, Copywriting, Licensed Image Sourcing	Edit, Design, Publish	2 Weeks	R2,000.00	\$133.33
Weekly Blog Article (4 x Monthly) "	Compiled Brief: Article Conception, Angle, Structure	Research, Copywriting, Licensed Image Sourcing	Edit, Design, Publish	4 Weeks	R4,000.00	\$266.67
Guest Blog + Exclusive Feature (2)	Compiled Brief: Article Conception, Angle, Structure	Research, Copywriting, Licensed Image Sourcing	Edit, Design, Publish	1 Week	R2,000.00	\$133.33

MAILCHIMP EMAIL SERVICES (Mix & Match Your Kickstart) (Discounted)

Service	Included	Excluded	Bonus	Turnaround Time	Total (ZAR) R15	Total (USD)
Mailchimp Account Setup	Account Information, Basic Author Details etc.	Graphic Design, Images & Logos to Be Supplied	Not Applicable	1 Week	R2,200.00	\$146.67
List & Data Preparation	Preparing & Uploading Lists to Mailchimp (Import)	Databases Provided by The Client		1 Week	R4,400.00	\$293.33
Single Mailer Content Curation & Copy	4 x Mailchimp Mailer or Newsletters	Mailer Content, Send, and Reporting		1 Week	R4,400.00	\$293.33
Mailchimp Mailer Template Design	1 x Custom Email Template	Single Mailchimp Email Template (Ready To Send)	Share Link to Inpress Magazine Facebook Page	1 Calendar Month	R4,400.00	\$293.33
Mailchimp Quick Training	2 x Hours Basic Mailchimp Training	Lists, Email Content Creation, Social, Statistics		1 Calendar Month	R850.00	\$56.67
Monthly Mailer Service (Single)	1 x Mailchimp Mailer or Newsletter	Mailer Content, Send, and Reporting		1 Calendar Month	R1,650.00	\$110.00
Monthly Mailer Service (Double)	2 x Mailchimp Mailer or Newsletters	Mailer Content, Send, and Reporting	1 Calendar Month	R3,000.00	\$200.00	
Monthly Mailer Service (Weekly)	4 x Mailchimp Mailer or Newsletters	Mailer Content, Send, and Reporting		R5,000.00	\$333.33	
Email Journey	3 x Month Mailer (12 Emails)	Mailer Content, Send, and Reporting	3 Calendar Months	R12,000.00	\$800.00	

SOCIAL MEDIA MARKETING SERVICES (Mix & Match Your Retainer) (Discounted)

Service	Included	Requirements	Excluding	Turnaround Time	Total (ZAR) R15	Total (USD)
Social Media Setup (As Selected)	4 x Social Media Platforms for Single Brand	Setting Up of Relevant Social Media Accounts	Graphic Design	2 Weeks	R4,400.00	\$293.33
Social Media Content Plan & Calendar	1 x Monthly Social Calendar for Single Brand	Research, Copy, Images, Scheduling	Graphic Design	1 Calendar Month	R8,800.00	\$586.67
Social Media Reputation Management	1 x Single Brand & Basic/General Online Platforms	Responses to Social Media Posts & Inbox (1hr PD)	Graphic Design	1 Calendar Month	R8,800.00	\$586.67
Social Media Monthly Reporting	1 x Monthly Report for Single Brand	Social Media Reporting Across Relevant Platforms	Graphic Design	1 Week	R1,500.00	\$100.00
Social Media Ad Campaign	Campaign Management & Reporting for Single Brand	Images, Logos & Graphics Supplied by Client	Ad Spend	2 Weeks	R2,200.00	\$146.67

SOCIAL MEDIA INFLUENCER CAMPAIGN PACKAGE (1 Calendar Month)

Platform	Link	Audience	Metric	Included	Campaign Elements	Total (ZAR) R15	Total (USD)	
Inpress Magazine Facebook Page	www.facebook.com/InpressPublications	7,209	Fans	Link to Site & Tag	6 Per Campaign	R750.00	\$50.00	
Instagram	www.instagram.com/inrichmint	1,178	Followers	Tag	6 Per Campaign	R500.00	\$33.33	
Twitter	@inrichmint	1,506	Followers	Link to Site & Tag	6 Per Campaign	R250.00	\$16.67	
Blog + Social Share (Product Review)	www.inpressmag.com (Including Review Copy)	7,209	FB, Twitter, Instagram	Link to Site & SEO	2 Per Campaign	R3,500.00	\$233.33	
						(Including 20% Discount)	R4,250.00	\$283.33

SOCIAL MEDIA INFLUENCER MENTIONS (Single Posts)

Platform	Link	Audience	Metric	Included	Duration	Total (ZAR) R15	Total (USD)
LinkedIn Profile	www.linkedin.com/in/inrichmint	8,163	Contacts	Link to Site	Per Post	R1,000.00	\$66.67
Inpress Magazine Facebook Page	www.facebook.com/InpressPublications	4,525	Fans	Link to Site & Tag	Per Post	R750.00	\$50.00
Instagram	www.instagram.com/inrichmint	1,178	Followers	Tag & Link to Site	Per Post	R500.00	\$33.33
Twitter	@inrichmint	1,506	Followers	Link to Site & Tag	Per Tweet	R250.00	\$16.67
YouTube Video Upload + Social Share	www.youtube.com/inrichmint	91,838	Views	Link to Site & SEO	Per Client Video	R1,500.00	\$100.00
Blog + Social Share (Product Review)	www.inpressmag.com (Including Review Copy)	7,209	FB, Twitter, Instagram	Link to Site & SEO	2 Per Campaign	R3,500.00	\$233.33