

pen & pixel

# Price Guide

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Here at Pen and Pixel, we believe you should be able to mix and match to create your ideal content package.

We've recommended some packages for you below, but feel free to create your own.

Plus, if you order more, we can save you more!

\*Please note, all prices mentioned are starting prices. Please get in touch for a customised quote.

We'd love to hear from you  
[hello@penandpixel.org](mailto:hello@penandpixel.org)

# Sample Packages

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## Lights, camera action

You get one whole day to shoot absolutely anything you want (videography and/or photography).

**\$1,500+gst**  
with editing  
**\$3,000+gst**



## It's story time

Test the power of content marketing with 3 pieces of our standard written content + 3 pieces of our standard design work.

**\$1,100+gst**



## Set me up

We'll design and build your website and set up your social media - now you're ready to meet your public!

**\$2,500+gst**





# content

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## **Blog posts - \$220**

Regular blog posts are a great way to communicate with your audience and promote your website. Our blog posts are thoroughly researched and written to account for trending topics and SEO.

**250-500 words, Includes research, Includes QA**

## **Article - \$220**

Articles can range from any topic and are ideal if you want to establish your authority on a particular subject and engage your readers. Our articles are thoroughly research and written with SEO baked in.

**250-500 words, Includes research, Includes QA**

## **How to article - \$220**

How-To articles provide step-by-step information to readers, both informing and entertaining them. They are an extremely effective form of content marketing.

**250-500 words, Includes research, Includes QA**

## **List article - \$220**

List articles or “listicles” are one of the most engaging and effective types of content. They provide information for readers in an easily digestible format.

**250-500 words, Includes research, Includes QA**

## **Case studies - \$330**

Case studies are an extremely effective way to showcase the work you have done for a client and the success you achieved. They are particularly useful when convincing new customers to try your product or service.

**500 words, Client provides information, Includes QA**

## **Interview - \$440**

Interviews are especially useful if you are aiming to provide insight from industry authorities. Alternatively, they can give readers a “behind-the-scenes” look at a business.

**500-1000 words, Conduct interview Write interview, Includes QA**

## **Whitepaper - \$750**

Often appearing as PDFs, white papers are a piece of long form content that provide in-depth and insightful information. They are best supported by case studies.

**1500 words minimum, Includes research, Includes QA**

## **Guide - \$220**

If you want to take a deeper look at a particular topic, guides are a fantastic way to convey information in an interesting and digestible manner.

**1500 words minimum, Includes research, Includes QA**

## **eBook - \$1000**

Similar to white papers, eBooks are long form pieces of content that provide in-depth information on a particular topic. The eBook format is particularly useful as a freemium marketing tool, giving value to readers.

**1500 words minimum, Includes research Includes QA, Includes formatting**

## **Website - \$220 per page**

Google recommends that each web page contains at least 200 words of content for better ranking opportunities. Your web copy will be written in line with Google and SEO best practices.

**250-500 words, Includes research, Includes QA**

## **Press releases - \$220**

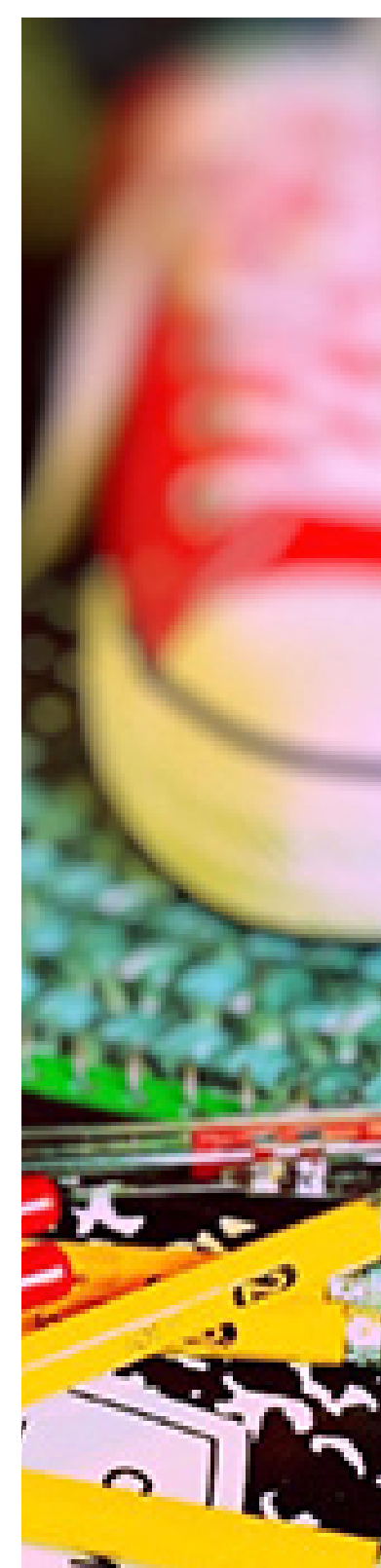
A well-written press release will not only catch the eye of any media publications and outlets, but will also convey the information quickly and succinctly.

**500 words, Client provides information, Includes QA**

## **Prod descriptions - \$220**

Customised product descriptions make all the difference when it comes to converting online shoppers. Our descriptions will be written specifically for your product line, explaining the key selling points in a clear and concise manner. Price is per 10 products

**50 words per description, Includes QA**





## **Product review - \$220**

A genuine and honest product review will do wonders when convincing your audience. Our reviews will outline the pros and cons of each product, how it works and why it works.

**500 words, Includes QA**

## **Newsletter/edms - \$220**

We create clever crafted headlines, interesting copy and enticing calls to action that all work together to increase open rates and clickthroughs. Combine this with our newsletter design package for the complete product. \$110 (content provided) or \$220 (we research)

**250-500 words, Includes research, Includes QA**

## **Proofreading - \$110**

There's nothing worse than putting together a well-written piece of content and discovering it's riddled with spelling and grammatical errors. Avoid those mistakes with our professional proof-readers.

**Full spelling and grammar check of 1000 words**

## **Content audit - 1.5k**

The most effective content strategies are supported by data analysis and insight. Find out what your competitors are doing as well, your own strengths and weaknesses, and how you could improve your content marketing strategy.

**Website content analysis, Competitor analysis (up to 3)**

## **Quiz - \$550**

Quizzes engage and entertain readers but they also allow you to convey highly personalised information. Our custom quizzes deliver data-driven insight so your customers get the most value. You can then build the quiz yourself or combine this with our quiz builder module.

**1 quiz, Includes 5-15 questions, Quiz mechanisms include scale-based (strongly agree to strongly disagree) to answer based (a, b, c, d) Includes research**

# design

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## Custom images - \$110

A picture is worth 1000 words and images are a great way to capture and retain your audience's interest. Stand out from the crowd with custom imagery for your articles.

**1 image, Sourced and designed to accompany, content**

## Infographic - \$750

Use an infographic to transform dry statistics and numbers into a compelling narrative that is entertaining, accessible and shareable.

**1 Infographic, Includes 2 concepts  
Includes 2 rounds of changes**

## Dynamic - \$1250

Infographics are a fantastic way to convey data in a compelling form but dynamic infographics will really set you apart. Animations mean that viewers will actively engage with your content and find it more memorable.

**1 Infographic, Includes 2 concepts  
Includes 2 rounds of changes**

## Quiz - \$220 per page

We can design and build your quiz, whether you have utilised our Quiz Content module or come up with the questions and answers yourself. Your quiz will be custom-design according to your specifications and includes 2 rounds of changes.

**1 quiz, Includes 5-15 questions  
Quiz mechanisms include formula building, Includes 2 rounds of changes**

## Branding - \$300

Your branding speaks volumes about your business. Get your business off to a great start with branding that clearly conveys your identity to your customers.

**Includes 2 rounds of changes**

## Logo - \$800

Your logo is the first thing a prospective customer sees. Make sure your logo stands out and clearly captures the identity of your business with our custom logo design services.

**Includes 2 rounds of changes  
Includes .eps, .jpg and .png files**





## **Business cards - \$500**

Make the ultimate first impression with a professional business card that clearly conveys your branding and business title. We will also advise you on the recommended gsm and card type.

**500 words, Includes QA**

## **Icons - \$800**

Your branding should carry through every visual aspect of your website, including the icons that you use. Set yourself apart from the usual suite of icon templates and get your own custom icons.

**Includes 2 rounds of changes  
Includes .eps, .jpg and .png files**

## **Flyer - \$500**

Do you need to promote a product, service or event? A well-designed flyer is a great way to get people excited and interested.

**Includes 2 rounds of changes  
Includes .jpg and .eps files**

## **Html banners - 2.5k**

HTML5 banners are fully accessible, no matter what device your audience is on. Make your business stand out with fully animated advertising.

### **Google display adset**

**728 x 90 Leaderboard  
300 x 250 Inline rectangle (mobile)  
468 x 60 Banner  
160 x 600 Wide skyscraper  
336 x 280 Large rectangle  
320 x 50 Mobile Leaderboard (mobile)  
300 x 600 half-page ad  
250 x 250 Square (mobile)  
200 x 200 Small square (mobile)  
120 x 600 Skyscraper  
970 x 90 large leaderboard**

**Includes static versions and 2 rounds of changes**

## **Static banners - 1.5k**

Convey your message and capture the attention of potential leads with an eye-catching banner. Does not include animation

**Includes 2 rounds of changes**



## Templates - \$300

If you regularly utilise presentations, worksheets, resumes or anything else, there's nothing better than investing in a fully customised template that showcases your brand in a professional and attractive manner.

**Choose from: Deck templates, Resume templates Worksheet templates, Checklist templates. Includes 2 rounds of changes**

## Newsletter/edm - \$300

You've worked out the perfect headline and optimised your content; now it's time to make your newsletter stand out with a visually appealing design. Combine this with our newsletter content offering and start generating traffic and leads today.

**1 Infographic, Includes 2 concepts  
Includes 2 rounds of changes**





# websites

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## Landing page - \$800

A great landing page is fully optimised to decrease bounce-rates and increase lead generation. Make the most of your landing page with a combination of effective CTAs, copy, testimonials, images and more.

**Includes 2 rounds of changes**

## Startup - 3.5k

1-5 web pages of content unique to your business Optimised for all devices  
WordPress

**Includes 2 rounds of changes**

## Adapt & respond - 3k

Do you have a website that doesn't respond to different devices like iPads and iPhones? Our solution will migrate your content to a responsive design that also optimises your content for Google.

**Migrate your existing site to responsive WordPress. Analyse and change site for best SEO practice**

## Premium website - 10k+

You're an established business with a fantastic product and service offering. Take the next step in connecting with your online customers with a beautifully designed responsive site that is fully customised to your business needs.

- **Design and construction for up to a 20 page website**
- **Horizontal/Vertical menu structure with drop down menus to allow for future additions to website whilst allowing userfriendly approach.**
- **Footer menu and sitemap**
- **Contact page to feature Google Map and Enquiry Forms**
- **Integrate Facebook, Twitter, Google + links**
- **SEO (meta data + page content)**
- **Responsive website to enable access from multiple devices**
- **Any functionality that is available to WordPress customers can be built into your site**

# video

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## Product - \$2.5k

Words can only go so far in describing how amazing your product is. With a product video, you can showcase all the features of your product in a format that will engage your customers.

**30-60 seconds**

**Includes storyboard  
2 rounds of edits  
Includes .mp4  
2hrs on set + editing  
of changes**

## Location - \$2.5K

Transport your customers to new and exotic locations with our videography services. Show off the local area, promote attractions and create an evocative atmosphere.

**30-60 seconds**

**Includes storyboard  
2 rounds of edits  
Includes .mp4  
2hrs on set + editing  
of changes**

## Business - \$2.5k

There's no better way to tell your audience about your business than with a video. Introduce your staff, showcase your services and promote your products with a business video.

**30-60 seconds**

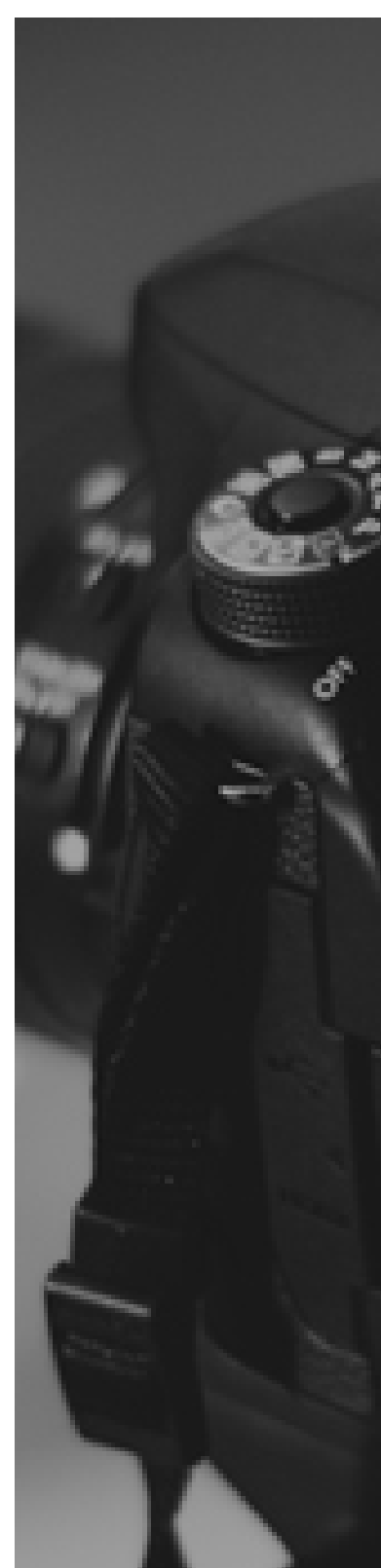
**Includes storyboard  
2 rounds of edits  
Includes .mp4  
2hrs on set + editing  
of changes**

## Instagram - \$2k

With over 500 million active users a month, Instagram is a great platform to reach customers and influencers. Create a custom video for Instagram for improved brand amplification and shareability.

**15-60 seconds**

**2 rounds of edits  
Includes .mp4**



# photo

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## **Animation - \$2.5k**

Do you want to make your product or service more engaging? Use our animation services to clearly convey your message and emotionally engage with users.

**Includes 2 rounds of changes**

## **Interview - \$1k**

Talk with real life people in our video interviews. Whether you want a collection of vox pops from people on the street or sound bites from the CEO of your business, video interviews are a great way to put humanise your business.

**Includes release form & 2 rounds of edits**

## **Product - \$500**

Show off your product range with our professional photography services. Whether you sell clothing, food, furniture or something else, a high-quality image will do the selling for you.

**Includes 20 images**  
**Includes editing**  
**Includes .jpg**

## **Location - \$500**

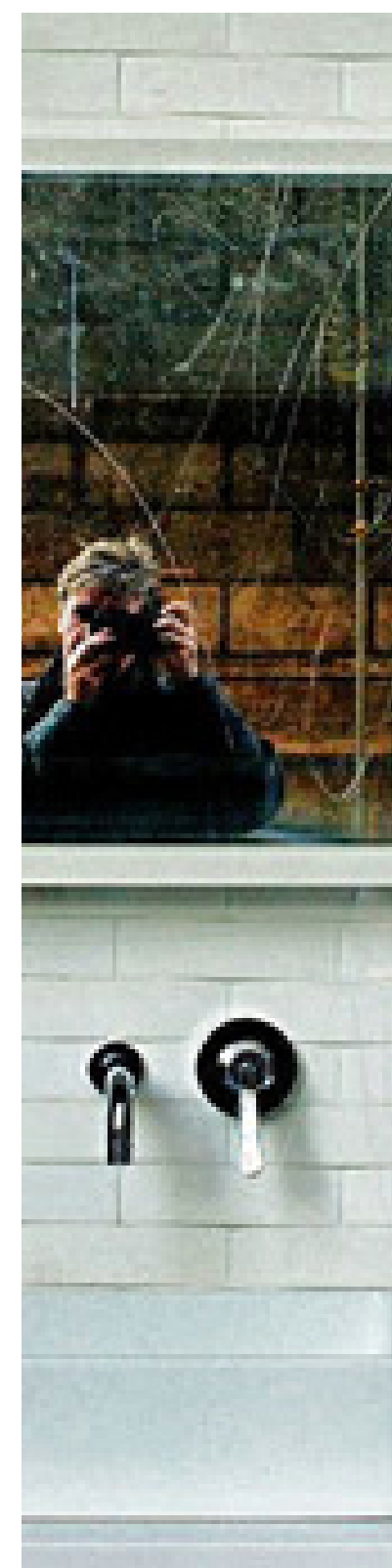
Does your business operate in multiple locations? With a team of photographers based all over the country and internationally, we can photograph any location with the insight that comes from a local.

**250-500 words, Includes research & QA**

## **Business - \$500**

Are you launching a new business? Maybe you need corporate headshots? Make each picture worth a thousand words with our corporate photography services.

**Full spelling and grammar check of 500 words**





# social

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## **Audit - 1.5k**

There's more to social media than funny memes. Find out the optimal times and days you should be posting, as well as the most effective and shared content types for your audience with our social media audits.

**Require access to social account**  
**Analysis of post type/time/dates**  
**Strategy**

## **Posting - 1k**

In order to reach your audience, it's important to post regularly on your social media accounts. Let us handle all your posting and promotion for you and watch your social media following grow. We'd recommend 1k per month

## **Images - \$220**

Visual content is 40x more likely to be shared on social media networks than any other form of content. Make the most of your social media following with a well-designed image.

**1 Infotile (for social sharing)**  
**Includes 2 concepts**  
**Includes 2 rounds of changes**

## **Competitions - 1.5k**

Competitions are a great way to engage customers, increase subscribers, and generate content. We can create and run all of your competitions, handling all of the details so that you can reap the rewards.

**Using Shortstack**  
**Includes copy and design**  
**Includes T&Cs**  
**Does not include permit application**

## **Advertising - \$300**

When advertising your business on social media, it's crucial to create images that have been custom-designed for that particular platform. We will create advertising that can be utilised across Facebook, Instagram, LinkedIn, Twitter and more.

**You grant us Admin access to your facebook business account and we'll take care of the rest.**  
**This is the cost to create it, you just need to assign a media budget**  
**Includes 2 concepts**  
**Includes 2 rounds of changes**

