



IMPACT Media®

Agency Rate Card

Evolving Your WordPress Websites

Whether ad-hoc or recurring retainers our rate card covers working with Impact on evolving the functionality of your website.

Websites That Get More Action™

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www.impactmedia.co.uk

3 Ways Of Working Together

Our pricing guide provides 3 ways of purchasing time and working together dependent on the clients goal/objective. Whether you're forecasting annual budgets or have project specific requirements.

Projects

Projects are quoted from our standard rate day rate.

Ideal for design or development projects that are required to be scoped, quoted and then scheduled in.

Usual Lead time before starting from 3 Weeks+

Purchasing 5 Days+

Ad-hoc

Securing time on account to burn down from and top up as and when is needed.

Ideal for design and development tasks and minor updates and micro-projects.

Usual Lead time before booking in from 2 Weeks+

Purchasing 1/2 Day+

Retainers

Securing regular time on account to work towards a digital roadmap of tasks.

Ideal for design and development tasks and minor updates and micro-projects.

Allocated days are provided each month for upcoming tasks.

Purchasing 1 Day+ per month.

Standard Rate Card

Hourly, 1/2 Day & Day Rates

Regardless of the service delivery from UX Design to Advanced WooCommerce development, we have the same flat rate hourly, 1/2 day and full day rates.

1 HOUR	4 HOURS	7 HOURS
Minimum Charge Rate For ad-hoc projects 1 hour is a minimum charge rate. 15 minute or 30 minute tasks would be invoiced or quoted the minimum charge rate. Projects scoped and quoted under 1 day use our hourly rate.	Lowest Time On Account For ad-hoc projects 1/2 Day on account benefits from 15 minute burn down increments. Time remains on account for up to 12 months. Easier to seek approval from finance departments in regards to approving multiple single hour payments.	Day Rate Purchase by our day rate and reduce the hourly rate equivalent to £108.43 Time remains on account for up to 12 months. 7 Hours (Not paying for staff lunches)
Hourly Rate £125_{+VAT}	1/2 Day Rate £500_{+VAT}	Day Rate £759_{+VAT}

Standard Rate Card

Projects & Ad-Hoc Time

Whether project planning or the need to secure time for various tasks in coming weeks/ months, time purchased remains on account for up to 12 months.

How Ad-Hoc Time Works

Purchase time on account from 1 day and retain on account for up to 12 months.

Tasks and projects can be quoted and time utilised from time on account. Top up as and when you need to.

Small tasks are charged in 15 minute increments.

Payment by Debit/Credit card or BACS.

Typical lead time 2 Weeks+ subject to studio availability.

Account manager regular check in calls.

Email notification and check in when projects or time is at 80%. Making aware of time remaining and if additional requests or more time is needed to be purchased.

We'll Plant 1 tree for every purchase of time on account.

No. Of Days	Hours	Investment
1 x Day	7	£759+vat
2 x Days	14	£1,518+vat
3 x Days	21	£2,277+vat
4 x Days	28	£3,036+vat
5 x Days	35	£3,795+vat

Bulk Time Purchasing

For those planning their annual budget for design and development tasks.

Time remains on account for use for tasks and micro projects (Under 5 days) for 12 months.

1 x Invoice, 1 Payment, only requesting approval from finance department once.

Typical lead time 2 Weeks+ subject to studio availability.

Small tasks are charged in 15 minute increments.

Payment by BACS

Get 1 Free day for every 10 you secure.

Regular account manager check ins and usage reports. With 80% usage notification.

We'll Plant 25 trees for every bulk time purchase on account.

No. Of Days	Extra Days	Hours	Investment	Saving
10 x Day	+1	77	£7,590+vat	£759
20 x Days	+2	154	£15,180+vat	£1,518
30 x Days	+3	231	£22,770+vat	£2,277
40 x Days	+4	308	£30,360+vat	£3,036
50 x Days	+5	385	£37,950+vat	£3,795

Monthly Retainers

Monthly Retainers

For businesses requiring regular tasks and projects completed each month.

Unused time rolls over and remains to following month for larger pieces of work. Remains on account for up to 12 months.

Assigned time per month for your tasks to be completed.

Payment by Direct Debit

Get 1 x Extra day gifted every 12 months as a reward for your loyalty. 1 day free per 1 day per month secured. (i.e. 2 days per month will get 2 additional days on the 13th month if not cancelled.)

Regular account manager check ins and usage reports. (Weekly/Bi-Weekly/Monthly)

We'll Plant 1 tree every month for the length of the retainer.

Roadmap and Backlog spreadsheet created for regular account manager check ins and discussion.

No. Of Days	Extra Days	Hours	Investment	Saving
1 x Day	+1	7	£759+vat	£759
2 x Days	+2	14	£1,518+vat	£1,518
3 x Days	+3	21	£2,277+vat	£2,277
4 x Days	+4	28	£3,036+vat	£3,036
5 x Days	+5	35	£3,795+vat	£3,795

Website Builds

Typical Timelines & Budgets For Website Builds

Validation

A lead generation or thought leadership website that's built to validate your business and convert leads. Manage content throughout in WordPress.

Integration

More complex websites integrated with 3rd party platforms and with greater cms customisation. Providing online tools to improve lead generation.

Destination

eCommerce, subscription or membership websites built with WooCommerce and integrated with more technical 3rd party platforms.

Timeframe

10-14 Weeks

Project Time

175-245 Hours
30-40 Days

Timeframe

12-14 Weeks

Project Time

245-350 Hours
35-50 Days

Timeframe

14-20 Weeks

Project Time

350-500 Hours
50-70 Days

Investment

from **£22k-£30k**+VAT

Investment

from **£27k-£40k**+VAT

Investment

from **£37k-£60k**+VAT

*Requires a Briefing Workshop

*Requires a Project Discovery

*Requires a Ecommerce Discovery

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