

2023 AGENCY RATE CARD

Agency pricing; perfect for **long-term** **partnerships**

Whether ad-hoc or project work, Impact's pricing structure suits enterprise grade businesses looking to grow and evolve their digital experiences through WordPress.

WordPress & WooCommerce Specialists

020 3355 8747

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

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.

HOURLY RATE

£115_{+VAT}

4 HOURS

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.

1/2 DAY RATE

£460_{+VAT}

7 HOURS

Day Rate

- Purchase by our day rate and reduce the hourly rate equivalent to **£98.57**
- Time remains on account for up to **12 months**.
- **7 Hours** (Not paying for staff lunches)

DAY RATE

£690_{+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 | No. Of Hours | Fee |
|-------------|--------------|--------------------|
| 1 | 7 | £690 +VAT |
| 2 | 14 | £1,380 +VAT |
| 3 | 21 | £2,070 +VAT |
| 4 | 28 | £2,760 +VAT |
| 5 | 35 | £3,450 +VAT |

BUDGET FORECAST & SAVE

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
- Save **up to 7%** on our standard day rate by securing more time on account
- 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 | No. Of Hours | Investment | Saving | Hourly Rate |
|-------------|--------------|----------------|--------------------|-------------------|
| 10 | 70 | £6,555 | 5% £345 | £93.64 P/H |
| 20 | 140 | £13,041 | 5.5% £759 | £93.15 P/H |
| 30 | 210 | £19,458 | 6% £1,242 | £92.66 P/H |
| 40 | 280 | £25,806 | 6.5% £1,794 | £92.16 P/H |
| 50 | 350 | £32,085 | 7% £2,415 | £91.67 P/H |

*All prices shown are excluding VAT

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
- Save **5%** on our standard day rate by choosing to pay quarterly.
- 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 discussion and action plan.
- Trello board creation for backlog tasks to be added to the roadmap

| No. of Days | No. Of Hours | Monthly Payment | Quarterly Payment | 5% Saving |
|-------------|--------------|-----------------|-------------------|----------------|
| 1 | 7 | £690 | £1966.5 | £103.50 |
| 2 | 14 | £1,380 | £3,933 | £207.00 |
| 3 | 21 | £2,070 | £5,899.50 | £310.50 |
| 4 | 28 | £2,760 | £7,866 | £414.00 |
| 5 | 35 | £3,450 | £9,832.50 | £517.50 |

*All prices shown are excluding VAT

WEB 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

10-12 Weeks

Project Time

175-245 Hours
25-35 Days

Investment

from **£17k - £25K** +VAT

*Requires a Briefing Workshop

Timeframe

12-14 Weeks

Project Time

245-350 Hours
35-50 Days

Investment

from **£25k - £35K** +VAT

*Requires a Project Discovery

Timeframe

14-20 Weeks

Project Time

350-500 Hours
50-70 Days

Investment

from **£35k - £50K** +VAT

*Requires a Ecommerce Discovery



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