



Digitally Charged pricing structure based on our core Digital Services

PREFACE

This pricing structure is intended to show indicative costings of Digitally Charged core digital services. It is not intended to display a comprehensive overview of the entirety of services offered, as due to the nature of various projects and factors for our full range of services and bespoke requirements are often priced on request.

Our philosophy is to operate in an open, honest and transparent manner in all aspects of our business and this carries over into quoting, invoicing and accounting. We would hope to work in a co-operative, engaging and collaborative partnership that benefits both parties. As such if any invoicing anomalies occur or you feel we have deviated from the pricing structure, everything is totally open for discussion and investigation.

That being said, every effort to ensure the whole process runs smoothly will be undertaken, from seeking approval on bespoke or custom work with thorough quotes prior to work commencing to developing an approvals process with both parties so that no time is spent, or work initiated that would lead to unintended charges. Whenever possible, time constraints allowing, we will provide a quote for works as briefed and only on approval from designated staff will work commence. Our quoting structure also allows all approved quotations to transfer seamlessly to finished invoices, further eliminating any margin of error.

Due to the fast-paced nature of the business we are all involved in and the reactive requirements of marketing in the current, changeable climate we realise that there will be times where working elongated and elastic hours are necessary. This is totally understandable, although we would hope to mitigate this with effective planning and structure. However, should there be instances that require us to divert resources without notice to meet an unexpected deadline or date, please understand that this would incur additional fees that would be applied to the standard pricing of that particular work.

Of course, this would be advised whenever possible prior to commencing. **If you have any queries please contact:**

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Digital Services Pricing

Valid from November 2020.

SERVICE / ITEM	ADDITIONAL DETAILS	COST
Creative / Design / Artwork time. If less than an hour is spent then the time will be charged as a relevant division of the first hour rate.	Time typically applicable to printed media design & artwork, i.e. adverts, posters, brochures, flyers, etc and digital media.	£70 for first hour and then subsequent hours at £50.
Programmatic Display Campaigns Prospecting Impressions - £12 / 1,000 Retargeting Impressions - £17 / 1,000 Initial standard reporting included. Additional Report - £50 per report.	For every £5,000 your account spends on Programmatic we will include a free set of creatives. For every £10,000 your account spends on Programmatic we will include £1,000 worth of free prospecting impressions.	All Programmatic Campaigns are subject to a £1,000 / month minimum spend on impressions
Programmatic Display Creatives (Set of 6 sizes) All creative is generated in HTML5 to ensure maximum delivery and response. Dynamic Creatives also available, i.e. • Weather • Geographical • Smart Creative Please enquire for more details.	Includes the same artwork theme, created to the following industry standard sizes: • MPU (Mid Page Unit) – 300 x 250 • DMPU (Double Mid Page Unit) – 300 x 600 • Billboard – 970 x 250 • Leader board – 728 x 90 • Wide Skyscraper – 160 x 600 • Mobile Banner – 320 x 50	(Set of 6) £250 Additional sizes are available on request. Dynamic Creatives: from £400
HTML5 Advertising for direct placement. Static jpeg / animated gifs if required by sites.	Online advertising for direct placement on specifically booked sites. Not Programmatic.	£70 for first hour and then subsequent hours at £50.
Social Media Campaigns Based on Facebook and Instagram Social Media Impressions - £6 / 1,000 Dynamic Social Creatives also available, i.e. • Instant Experiences • Lead generation • Responsive Creatives Initial standard reporting included. Additional Report - £25 per report.	Spend more than £1,000 in the first month on Social Media Impressions and we will include the campaign set up fee in the price. All artwork is generated for use both Facebook and Instagram platforms at platform specific sizes to ensure perfect representation across all media, whether it be mobile, desktop or tablet. Video and additional content can be catered for within Dynamic Social Content.	Social Media Campaign Set Up Service - £250 Social Static Creatives - £175 Dynamic Social Creatives - from £250
Web Services Website Health Check	Includes the following • Website Speed Test • 404 errors • Content review • Responsiveness	£100
Data Studio	Creating a template from Google Analytics to be able to view your data in an easy to interpret format.	£100
Additional department reports	Creating a sub report of the main report to give relevant information to allow departmental view.	£50 (requires purchase of a Data Studio report).
Content Management / Web updates	We can offer a range of services to help maintain your website or take the load off your internal teams and improve the workflow dynamic of your existing site, please enquire.	Quotable on request. Can be budgeted for on a project basis or monthly retainer.

All prices are exclusive of VAT which shall be applied at the prevailing rate.



POSTSCRIPT

Additional information and terminology

IMPRESSIONS sold by the 1,000 are the guaranteed minimum number of impressions which you will receive. Impressions are bought and sold in a digital marketplace where we bid against other buyers. If the competition for impressions at the time we buy them is low we can get a better price for them than if there are lots of buyers in the market competing for the same impressions.

SOCIAL MEDIA at this time means Facebook and Instagram. Please get in touch with us if you would like to run a campaign on other social media platforms.

REPORTING – All programmatic campaigns include within the charges a report which details the number of impressions served in the period, a breakdown of the device types that the impressions were served to, the number of clicks made on an impression and an average click through rate. All social media campaigns include two reports per month which each will detail the number of impressions served, a breakdown of the device types which the impressions were served to, which platform (FB/IG) the impressions were served to and a "Reach" number which is an estimate as to the number of people were exposed to the impression. Dynamic Social, i.e. Facebook Instant Experiences, feature additional reporting metrics.

FINANCIAL COMPLIANCE - When advertising products to the public which have a financial offer displayed to be considered legal these must be approved by the FCA or finance provider. The FCA's approval will be based on the products advertised. In addition to designing and obtaining compliance for creative work we also offer a service to change a creative which has already been approved. By making a slight change to a creative advertising financial product requires resubmission to the finance provider for approval. If you require us to seek financial compliance approval on your behalf, this will carry an additional fee to the creative/artwork quoted. This will be clarified prior to proceeding and determined based upon each bespoke requirement.

PROGRAMMATIC DISPLAY CREATIVE work is formatted in standard HTML5. All creatives will be submitted to the customer as a draft proof. We include in the price one iteration of customer amendments/revisions before issuing as the final design. Any changes made to the final design are subject to our standard creative/design/artwork rates.

ADDITIONAL RATES - Unless agreed in writing and in advance all additional services outside of our standard prices are subject to the following charges. We will only perform work on weekends and bank holidays if expressly requested and confirmed by the customer in writing, should the need arise. The following charges will apply.

Time	Saturday/Sunday	Bank Holidays (England & Wales)
Half Hour	£90	£120
Hour	£150	£200
Day (8 hours)	£1,050	£1,400

Thank you again for your time and consideration.

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