

# **Rate Card**

i3MEDIA - Agency Cost Model

## Our Approach

We adopt an approach which allows there to be plenty of flexibility in scope and not based on a rigid structure. For larger projects, we adopt a fixed cost estimate for the job. This is based on a full understanding of the requirements and is conducted through a face-to-face meeting.

Where the scope is technically diverse we may opt to complete a scoping exercise prior to providing a project cost, this allows for the avoidance of doubt.

For smaller ad-hoc tasks we may look at a 'retainer model' or a 'per-task' approach.

## Rate Card

The following is what we base our quotations on. Day rates give us a guide for costing projects. Allowing us to attribute number of hours and resource type required to see the project through to successful completion.

Role	Description	Day Rate
Digital Consultancy <ul style="list-style-type: none"><li>- Senior Directors/Consultants</li><li>- Software Architect</li></ul>	Providing consultancy and advice on solution architecture.	£1,200
Technical Consultancy	Technical & Scoping Analysis: Capturing technical requirements, scoping workshops, creating functionality documentation.	£1,000
Project/Product Management	Creating project plans, agreeing and signoff and implementation of resource management both internal and external	£900
Account Management	Day-to-day strategic management of communication. Advice and support, along with management of tickets and queries.	£690
Front End Development	Producing well-structured user experiences. Built using the latest technologies. All supported through accessibility guidelines and mobile experiences.	£850
Creative Process	Designing concepts based on existing brand guidelines, if they exist. Production of low and high fidelity wireframes for approval. Designs for both desktop and mobile experiences.	£850
Testing	Testing conducted at various stages of the lifecycle. Testing across devices, user acceptance testing and continuation through to client workshops.	£600
Digital Marketing Services	Digital marketing consultation. Production of competitor analysis, benchmarking through analytics. Training on best practices and support on paid advertising.	£690
Copywriting	Producing on brand copy to be used on your website or print material.	£550

- Rates are based on a 7-hour day
- All costs are subject to VAT
- Costs advised above may exclude travel, third party licensing and other external costs.
- E&OE – Whilst every effort was made to avoid mistakes these are to be expected.

Questions or queries please contact:

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