

Marketing Agency Fee Structure

Category	Type of Fee (Flat, Hourly, Percentage, etc.)	Rate
Discovery & Onboarding	Flat	\$15,000-25,000
Client Engagement	Percentage or Hourly	20-25% of overall program
Account Management	Hourly	Account Manager - \$153 Account Supervisor
Campaign Strategy	Hourly or Flat	\$25,000-\$40,000
Brand Strategy	Hourly or Flat	\$40,000-\$80,000
Design	Hourly or Flat	Jr Graphic Designer - \$127 Graphic Designer - \$153 Sr Graphic Designer - \$188
Copywriting	Hourly or Flat	Jr Copy - \$127 Copy - \$147 Sr Copy - \$188
Media Buying	Percentage	15% - Media spend <\$99,999 12.5% - Media spend >\$99,999
Media Planning	Flat	\$2500 - Media spend <\$99,999 \$5000 - Media spend >\$99,999

Campaign Reporting	Percentage or Hourly	Included in the 'Client Engagement' fee
Service Markup	N/A	0%
SAMPLE PROJECT PRICING	Hourly or Flat	
Argue cards / battle cards		\$3500-\$4500
Brochure		\$9500-\$12,000
Case study		\$9000-\$11,500
Email Nurture Journey		\$6500-8000
Dimensional direct mailer		\$14,000-\$17,500
Infographic		\$8000-\$10,000
Print Ad		\$6500-\$8000
Programmatic Digital Banners		\$7500-\$9500
Tradeshow booth (large)		\$15,000-\$22,000
Tradeshow booth (medium)		\$10,000-\$12,500
Video		\$20,000-\$29,000
Testimonial Video		\$30,000-\$37,500
Presentation Deck Design		\$7500-\$9500
Sales Enablement Playbook		\$10,000-\$12,500

Ad Resize - GIF Banner		\$800-\$1000

Notes
Structured in-person onboarding to define ways of working and bring the agency up to speed on goals, business, audience and industry insights, past work and initial planning. Includes background preparation, meeting participation with core team, goal and KPI definition, reporting alignment. Creation of G&W Client Portal with briefs, process, team and contact information.
We assume this is referring to program management which is generally ~20-25% of overall program budget and can be set up as a separate project to cover overall program management, status meetings, business reviews, team coordination, planning, project initiation, project management, financial controlling. Also includes reporting on progress against KPIs and insights on programs and campaigns.
We estimate total project fees at the onset of a project which is inclusive of all roles and manage costs against the project budget.
Campaign Discovery, creative brief, creative strategy, creative concept, go to market plan. Size and complexity of campaign will influence the size of the fee.
Brand Strategy would include Discovery, Market and Competitive Research; Primary research potentially including in-depth interviews with leadership, customers, influencers, employees; Quantitative surveys; Strategic 4C's positioning; Concept Statement; Brand House; Creative Strategy. Major variables include amount of primary research needed, review and approval process. (Note, development of the Visual Identity, brand guidelines, key templates, brand launch would be quoted separately)
We estimate total project fees at the onset of a project which is inclusive of all roles and manage costs against the project budget.
We estimate total project fees at the onset of a project which is inclusive of all roles and manage costs against the project budget.
Tiered commission structure. Includes setting up media dashboards, securing media buys, processing vendor invoices, monthly billing, monthly plan management & optimization, reporting, client communications, trafficking assets to vendors. Does not include creative development
Ad hoc, one off requests can be quoted hourly

Includes standard dashboards and monthly reporting. Can include customized dashboards, monthly readouts, ad hoc reporting and optimization and recommendations.
Any 3rd party, out-of-pocket costs incurred as part of our work with G&W such as video production, image licensing, etc. are provided for approval up front and submitted as pass through costs with no markup.
While all submitted briefs to MX are evaluated on an individual basis, with a customized SOW to be created, the list provides an overview of approximate ballpark estimates for commonly used project types. All projects will be individually quoted based on requirements, and assume use of an existing creative campaign concept unless conceiving is indicated.
6-8 pages, 2 rounds of revisions.
Copy & layout 4 pg brochure, 2 rounds of revisions. Excludes external costs. The higher range will include light conceping (\$21K+).
Light conceping, copy & layout, 2 rounds of revisions. Includes questionnaire development and agency to conduct interview. Excludes external costs.
Concept, Design and Content for 3-5 emails. No HTML development. 2 rounds of revisions. Use G&W existing email modules.
Creative conceping and development only. No production. 2 rounds of revisions
Creation of an infographic. Assumes client will provide a rough starting graphic for reference and any specify other requirements. 2 rounds of revisions.
Single, full page ad format, 2 rounds of revisions. Use G&W existing templates.
5 digital banners, 2 rounds of revisions. Use G&W existing templates.
Tradeshow booth design for a 20x20+ space.
Tradeshow booth design for a 10x10 space.
Creative conceping, storyboard development, production/execution. Does not include stock footage, music or talent costs
All of the above + coordination and management of testimonial capture (i.e. script / questionnaire, shoot attendance, etc.). Does not include videography / photography., or travel expenses
Assumes 10-15 slides requiring design support. Content to be drafted and provided by client. Use G&W existing templates.
Presentation designed to support internal/sales teams in their effort to sell and engage with customers and prospects. Based on campaign strategy and concept.

- resize of one (1) existing GIF banner ad
- packaged ad ready for delivery to media outlet
- Resize will be done based on best practices for fitting previous design in a new size category
- Does not include any content changes (copy, imagery, etc.)