



The Mx Group



# CONTENT PRICE OVERVIEW

November 2022

# CONTENT PRICE LIST (A LA CARTE)

- The provided price ranges are preliminary and budgetary in nature.
- The details of the content creation process and final deliverables (e.g. length, format, revisions, delivery method) would be defined in a formal Statement of Work.
- This a la carte pricing would be applicable for developing a quarterly or annual content plan.
- A la carte content pricing does not include the initial Agency Onboarding and Discovery phase, Content Strategy and Planning , and ongoing project management. These will depend heavily on the scope of the content plan and would therefore require a separate scope of work.
- Some deliverables may require initial concepting (e.g. testimonials) so efficiencies will be gained by creating multiple versions
- Outside costs managed by The Mx Group such as media, photo shoots, printing and postage will be included in estimates and, if found necessary, will be submitted for client approval and reimbursement. Actual invoice amounts may differ from the original estimate.

Content Type	Description	Price Range
Medium-Length Article	400 - 700 words, SEO, secondary sources and/or original reporting, stock design assets	\$4,000 - \$6,000
Long-Form Article	800 - 1,200 words, SEO, original reporting, stock design assets	\$6,000 - \$8,000
Social Posts	8 posts over up to 3 channels, based on existing content (drawn from articles, whitepapers, etc.) 5 unique sizes of the same concept as animated gifs	\$2,500 - \$3,000
Podcast Mini Series	3 episodes, 9-12 minutes in length, biweekly cadence, includes up to 2 guests + host, development of format, music selection, scripting and audio editing	\$8,000 - \$10,000 per episode
Product walk through video	Up to 2 minutes in length, motion graphics, screen shots and voice over. <a href="#">Example</a>	\$10,000-\$20,000
Short form product explainer video	Up to 3 minutes in length, creative concept, motion graphics, screen shots and voice over. <a href="#">Example</a>	\$20,000-\$30,000
Long form product explainer video	Same as above but up to 5 minutes in length. <a href="#">Example</a>	\$30,000-\$50,000
Customer testimonial video	Up to 2 minutes in length, custom graphics, single location shoot. <a href="#">Example</a>	\$30,000-\$50,000
Customer testimonial PDF	400 - 700 words, 2-page designed PDF	\$3,000-\$5,000
Product brochure	4-page PDF	\$4,000-\$6,000
Infographic	Concept, writing and design	\$5,000-\$8,000
White Paper	Research report and secondary sourcing and/or original reporting, writing, stock images, 25-30 PPT pages	\$20,000-\$25,000 does not include original research