

# DESIGN + WEB SERVICES

FEATURE	ON-DEMAND	ESSENTIALS	GROWTH	ENTERPRISE
HOURS INCLUDED	FLEXIBLE (AS NEEDED)	20 HRS/MO	40 HRS/MO	80 HRS/MO
BASE HOURLY RATE	\$150	\$150	\$150	\$150
MONTHLY TOTAL (20% OFF)	✗	\$2,400/MO	\$4,800/MO	\$9,600/MO
EFFECTIVE RATE (20% OFF)	✗	\$120/HR	\$120/HR	\$120/HR
YEARLY PREPAID OPTION (30% OFF)	✗	\$25,200/YR (\$2,100/MO @ \$105/HR)	\$50,400/YR (\$4,200/MO @ \$105/HR)	\$100,800/YR (\$8,400/MO @ \$105/HR)
DEDICATED HOURS RESERVED	✗	✓	✓	✓
PRIORITY ACCESS	✗	✓	✓	✓

Disclaimer:  
On-Demand services are billed at \$150 per hour, per project, and are subject to team availability. No guaranteed turnaround times or reserved hours are provided for On-Demand services. Monthly Retainers are billed in advance and include dedicated hours reserved for the Client. If the first month retainer is canceled prior to the end of the billing cycle, the Client shall be entitled to a 50% refund of the monthly fee. Yearly Retainers are billed in advance at a 25% discounted rate. The Client may cancel a Yearly Retainer at any time. Upon cancellation, all previously completed months shall be recalculated at the standard base rate of \$150 per hour, regardless of the discounted tier selected. The difference between the recalculated base rate total and the amount already paid under the Yearly Retainer shall be deducted from the refund of the remaining unused months.

Additional Terms:

- Retainer hours reset on a monthly basis and unused hours do not roll over.
- Work shall be tracked in 15-minute increments.
- Refunds: (a) Monthly Retainers — 50% refund if first month is canceled by the 15th; (b) Yearly Retainers — prorated refund, with the current month recalculated at the base hourly rate.
- Discounts apply solely where the full retainer remains in effect.
- All retainer plans include on-page SEO services (titles, meta descriptions, alt text, and content optimization), while advanced SEO services (such as technical audits, schema, backlinks, or multi-location SEO) are available upon request through a separate plan.