

# DESIGN + WEB: RETAINER PRICING

PLAN	HOURS / MO	MONTHLY RETAINER	ANNUAL PREPAY (BEST VALUE)	PRIORITY ACCESS	DEDICATED HOURS
ON-DEMAND	AS NEEDED	\$150 / HR	✘	✘	✘
ESSENTIALS	20 HRS	\$2,400/MO	\$25,200/YR	✔	✔
GROWTH	40 HRS	\$4,800/MO	\$50,400/YR	✔	✔
ENTERPRISE	80 HRS	\$9,600/MO	\$100,800/YR	✔	✔

## HOW PRICING WORKS

- Base hourly rate: \$150/hr
- Monthly retainers require a 12-month minimum commitment and are billed monthly in advance at a reduced effective rate.
- Annual prepay retainers are billed in full upfront and receive the highest discount.
- Retainer hours are reserved exclusively for the client and tracked in 15-minute increments.
- Unused hours do not roll over.
- Additional hours beyond the included monthly allocation are billed at the standard \$150/hr rate and subject to availability.

## ANNUAL PREPAY TERMS

- Annual Prepay requires full payment at the start of the agreement and is based on a 12-month commitment.
- If canceled early, unused months are refunded pro-rata at the standard \$150/hr base rate.
- Months already started are non-refundable.

## IMPORTANT NOTES

- On-Demand work is subject to availability and does not include priority access or reserved time.
- Monthly retainers may be canceled after the 12-month minimum term with 30 days' written notice.
- Discounts apply only while the retainer remains active.
- All retainers include on-page SEO (titles, meta descriptions, alt text, content optimization).
- Advanced SEO services are scoped separately.
- Priority access provides front-of-queue scheduling for retainer clients.

# DESIGN + WEB: SERVICES

SERVICES*
<b>Brand &amp; Digital Design</b>
Logos, brand identity systems, guidelines, icons, illustrations, marketing graphics, ad creative, social visuals, presentations, infographics, UI/UX layouts, wireframes, and design systems.
<b>Web &amp; Conversion Design</b>
Custom websites, landing pages, e-commerce design, website redesigns, responsive optimization, accessibility implementation, on-page SEO layout, blog templates, and conversion-focused design improvements.
<b>Creative Direction</b>
Visual direction and design guidance for campaigns, launches, and brand evolution.
<b>Print &amp; Marketing Collateral</b>
Stationery, brochures, flyers, catalogs, posters, labels, and branded collateral.
<b>Signage &amp; Display Graphics</b>
Indoor and outdoor signage, boards, banners, decals, and display graphics.
<b>Interactive &amp; Motion</b>
Motion graphics, lightweight animation, and interactive visual elements for digital experiences.
<b>Ongoing Website &amp; Design Support</b>
Design updates, visual refinements, layout updates, asset production, and website platform design support for Webflow, WordPress, Shopify, and similar systems.

\*Services are delivered within the allocated retainer hours. Inclusion does not imply unlimited scope or volume. Advanced development and third-party integrations are included when feasible and performed within retainer hours. Any third-party tools, software, plugins, licenses, API fees, hosting, or subscription-based services are scoped and approved separately and billed to the client.