SandRabbit

RATE CARD

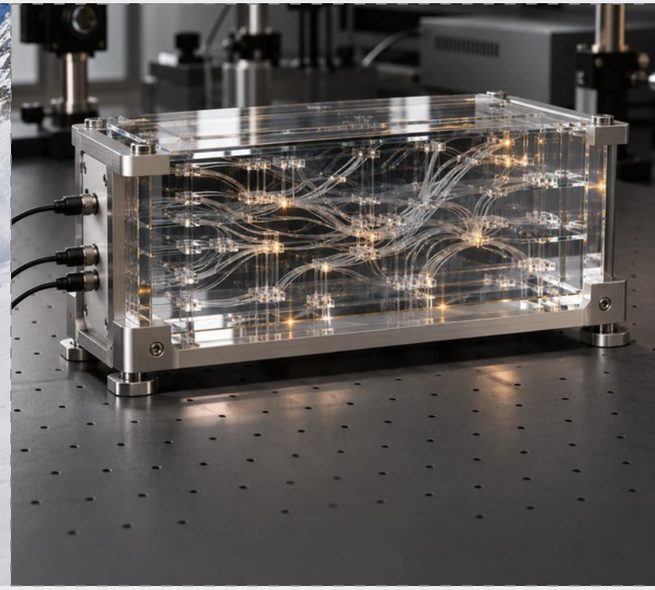
Creative production, web experiences,
design & systems

Planning rates in USD. Final pricing depends on
project scope.

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HOW PROJECTS ARE SCOPED

The written proposal confirms scope, timing, and final pricing.

- **DELIVERABLES**
  The written proposal lists quantities, runtimes, formats, and included production.
- **REVISIONS & APPROVALS**
  Agree on review rounds, one feedback contact, and approval before new directions or extra work.
- **USAGE & VERSIONS**
  Agree on aspect ratios, delivery sizes, channels, and licensing. Additional versions are quoted for recomposition, generation, and finishing.
- **TIMING**
  Approve the concept before production; agree on client inputs, milestones, and delivery dates.
- **PROJECT COSTS**
  Entry AI packages include standard generation. Custom generation budgets and other outside costs require approval.



PROJECT & UNIT RATES

IMAGE & MOTION

Start with a visual test, build a hero asset, or plan a full production.

SERVICE / SCOPE	PLANNING RATE

AI image generation — $400 - $775

One product, supplied references, one approved look and one aspect ratio. Selected final JPG/PNG images, standard generation, cleanup and one consolidated revision round included. Delivery size agreed upfront. Extra concepts, compositing or aspect ratios are quoted separately for production time and generation.

4 final images	$400	6 final images	$550
7 final images	$625	8 final images	$700
9 final images	$775		

Hero product imagery — $110 - $175 per image

AI imagery with custom art direction, product-detail compositing, detailed retouching and two consolidated revision rounds. One setup and aspect ratio; 10-image minimum; generation included. Tier discounts apply only to additional images. Extra setups, directions or aspect ratios are quoted separately for production time and generation.

10-19 final images	$175	20-29 final images	$150
30-39 final images	$125	40+ final images	$110

AI video generation — $450

Single-shot rate: one finished 5-8-second 1080p MP4 in one aspect ratio, from supplied references and one approved look. Standard generation, finishing and one consolidated revision round included. Extra shots, concepts or aspect ratios are quoted separately for production time and generation; voiceover and music licensing are separate.

Single product shot (5-8 sec)	$450	Finished AI ad (15-30 sec)	Custom quote

Hero campaign film — Custom quote

Multi-scene films quoted by shots, aspect-ratio versions, continuity, finishing, and generation budget.

On-location video production — $950 - $1,500

Local capture rates. Editing, travel, and crew requirements are quoted separately.

Website content (up to 4 hr)	$950 per half day	Solo operator (up to 8 hr)	$1,500 per day
Small crew and lighting	Custom quote	Full day with two-person crew	Custom quote

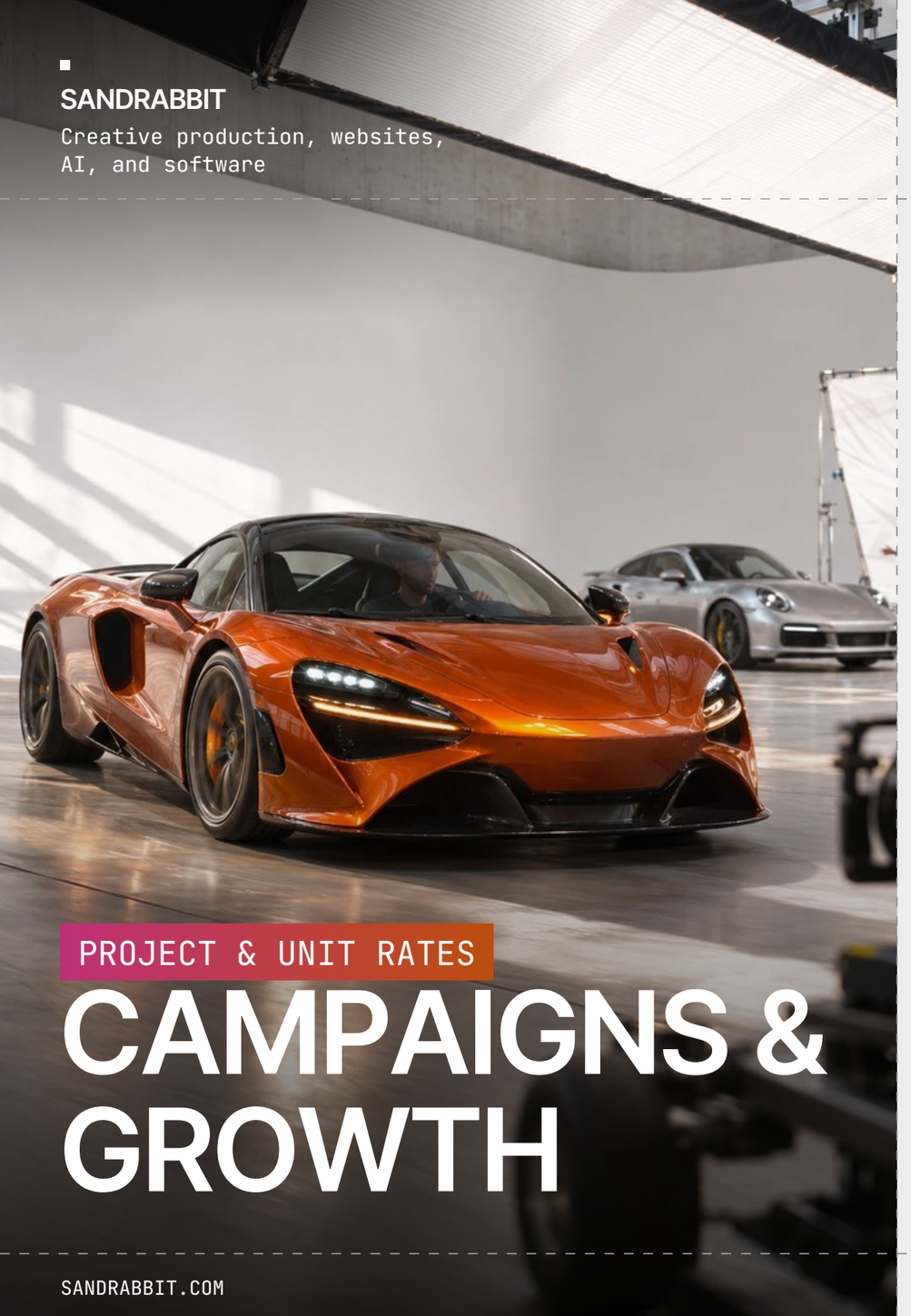
Photography — $200 - $300 per hour

Two-hour minimum, with 20 selected edited images per capture hour. Studio rental and detailed retouching are separate.

Lifestyle / on location	$200	Studio / food / product	$300

Raw footage delivery — $150

Standard digital delivery of raw footage from an on-location project.



PROJECT & UNIT RATES

CAMPAIGNS & GROWTH

Shape the strategy, produce the launch assets, and set up the campaign.

SERVICE / SCOPE	PLANNING RATE

Product launch creative package — $1,500 - $3,000

One product's campaign direction and scoped static assets, supplied-footage edits, or both, using approved materials. The written proposal itemizes each asset and aspect-ratio version, runtimes, and revisions before work begins. Original photography, AI generation, and filming are quoted separately.

Brand & campaign design — $750 - $1,750

A defined set of campaign visuals or brand assets. Full brand identities are quoted separately.

Video editing & post-production — $225 - $4,000 per video

Editing supplied footage. Select a finish and runtime range; each finished video includes one aspect ratio.

Basic edit · up to 3 min	$225-$450	Basic edit · over 3 min	$500-$850
Full edit · up to 3 min	$450-$950	Full edit · over 3 min	$1,250-$2,250
Premium edit · up to 3 min	$790-$1,800	Premium edit · over 3 min	$2,500-$4,000
Long-form or documentary	Custom quote		

Brand strategy & creative direction — $350 - $1,200

A working session on positioning, campaign concepts, or production direction, with written priorities or an action roadmap.

2-hour session	$350	4-hour deep dive	$650
Full-day workshop	$1,200		

Paid campaign setup — From $650

Campaign setup for one channel using supplied creative. Additional channels are quoted separately.

Tracking & analytics setup — From $350

Setup and validation for one conversion event on one platform. Broader tracking is quoted separately.

Email & SMS follow-up setup — $650 - $1,500

Setup and handoff for a short sequence in an existing account. Platform fees are separate.

EDITING FINISHES

Basic edit: Assembly, color/audio balance, simple captions; 1 revision round.
Full edit: Narrative edit, motion titles and sound; 2 revision rounds.
Premium edit: Scoped custom motion/compositing and finishing; 2 revision rounds.



FROM $450

WEB & COMMERCE

Responsive layouts, media and performance optimization, and usability checks across mobile, tablet, and desktop are included for the pages and interfaces in scope.

SERVICE / SCOPE	PLANNING RATE

Landing page design & development — $1,250 - $2,500

One focused landing page, with five clearly defined packages using supplied content. See the Package guide for tier prices and inclusions.

Lead funnel setup — $750 - $1,800

Configure one enquiry or booking flow, a confirmation state and routing to one existing supported destination. Includes testing, one consolidated revision round and handoff. A new page, CRM setup, email/SMS sequences and platform fees are separate.

Cinematic homepage / interactive experience — $2,500 - $5,500

One responsive page with a custom motion sequence using supplied, approved assets: design, development, and integration included. The proposal defines sections, interactions, and revisions. Original imagery or film, additional pages, and complex integrations are quoted separately. Redesign combinations are scoped to avoid overlap.

Full website redesign — $2,250 - $6,000

Rebuild an existing marketing site with a defined page, template and migration allowance. See the Package guide for tier prices and inclusions.

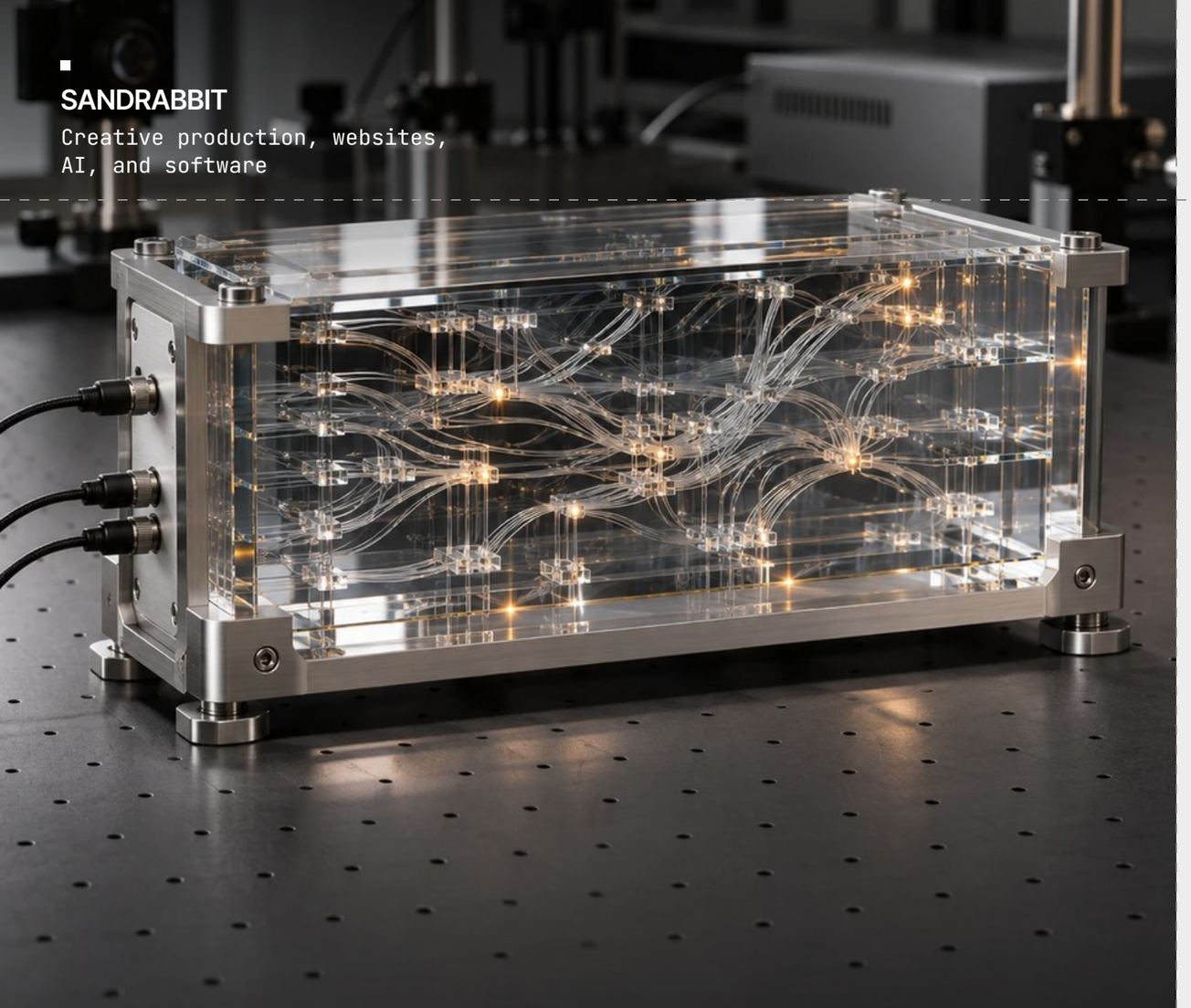
New website build — $2,750 - $7,500

Design, development and launch of a marketing site with defined pages, templates and features. See the Package guide for tier prices and inclusions.

E-commerce & direct booking — $450 - $3,500

Standard checkout on an existing site or an appointment integration using an existing booking platform.

E-commerce integration	$1,250-$3,500	Appointment booking integration	$450-$900



FROM $500

AI & SOFTWARE

Connect workflows, build useful software, and put AI to work inside your business.

SERVICE / SCOPE	PLANNING RATE
AI workflow automation One defined automation, with five packages based on workflow steps and connected tools. See the Package guide for tier prices and inclusions.	$650 - $1,800
Connected AI system build Connect a defined set of workflows across known tools, with testing, documentation and rollout. See the Package guide for tier prices and inclusions.	$2,000 - $3,600
Custom tool or integration A focused tool, dashboard, or API integration. For any web interface included in the project: Responsive layouts, media and performance optimization, and usability checks across mobile, tablet, and desktop are included for the pages and interfaces in scope.	$2,000 - $6,000
AI agents, chat & voice A single-purpose chat, voice assistant, or agent. Platform usage is separate. Single-purpose chat $1,800-$3,000 Voice or agent $3,000-$7,200	$1,800 - $7,200
Custom web or mobile app Product design and development scoped by workflows, users, platforms, and integrations. For web interfaces: Responsive layouts, media and performance optimization, and usability checks across mobile, tablet, and desktop are included for the pages and interfaces in scope. Native apps are tested on the platforms agreed in the proposal.	Custom quote
CRM pipeline setup One pipeline in an existing CRM, with routing rules and handoff.	$500 - $1,200



FROM $250 / MONTH

ONGOING PROGRAMS

Agree on a monthly cadence for the creative, website, or systems work you need.

SERVICE / SCOPE	PLANNING RATE
Ongoing creative & development support Four scheduled hours for creative work or site updates. Larger commitments are quoted individually.	$500 per month
Monthly content & design Adaptations of approved templates. Each final design in one size or aspect ratio counts as one adaptation. Original concepts, photo/video production, AI generation and larger batches are quoted separately. Up to 12 adaptations $500 — Up to 25 adaptations $950	$500 - $950 per month
Website care & optimization Scheduled care for one existing website, with a defined monthly time allowance. See the Package guide for tier prices and inclusions.	$250 - $1,500 per month
AI system monitoring & support Scheduled checks, troubleshooting and small improvements for existing workflows. Usage is separate. See the Package guide for tier prices and inclusions.	$450 - $3,600 per month
Social media management Scheduled posts on one channel using supplied assets. Extra channels and engagement are quoted separately. Up to 15 posts per month $1,100 — Up to 30 posts per month $2,200	$1,100 - $2,200 per month
Paid media management One channel using supplied creative. Media spend is separate. Additional channels are quoted separately. 1-5 active ads $850 — 6-15 active ads $1,350 16+ active ads From $2,000	$850 - $2,000 per month

PACKAGE GUIDE

LANDING PAGE DESIGN & DEVELOPMENT

Select one package. Prices are planning estimates for the stated scope.

STARTER

$1,250

One clear offer

- 1 page with up to 3 sections
- 1 email contact form
- Supplied copy and assets
- Basic SEO and accessibility checks
- 2 revision rounds and launch handoff

DELIVERABLES

One launched landing page with a working enquiry form.

FOUNDATION

$1,550

Room to tell the story

- 1 page with up to 5 sections
- 1 email contact form
- Testimonials or FAQ section
- Supplied copy and assets
- 2 revision rounds and launch handoff

DELIVERABLES

One launched landing page with supporting proof and a working form.

GROWTH

$1,850

A fuller campaign page

- 1 page with up to 7 sections
- 1 form routed to an existing supported tool
- Thank-you state and submission checks
- Supplied copy and assets
- 2 revision rounds and launch handoff

DELIVERABLES

One launched campaign page with an existing-tool form connection.

AUTHORITY

$2,200

More depth, clear actions

- 1 page with up to 9 sections
- Up to 2 forms with existing-tool routing
- Reusable content blocks
- Supplied copy and assets
- 2 revision rounds and launch handoff

DELIVERABLES

One launched long-form landing page with two scoped conversion paths.

BESPOKE

$2,500

A complete single-page experience

- 1 page with up to 12 sections
- Up to 2 forms with existing-tool routing
- Editable content in 1 CMS collection
- Supplied copy and assets
- 2 revision rounds and launch handoff

DELIVERABLES

One launched landing page with a scoped editable content collection.

SCOPE & DELIVERY

One website using supplied, approved copy and assets. Basic technical SEO, accessibility checks, two consolidated revision rounds, launch and a handoff session are included. A page is one standard content page; repeated entries use the agreed templates. Forms route to email or an existing supported destination. Original content, cinematic sequences, commerce, new CRM setup, complex data migrations and custom software are quoted separately. Hosting, domains and third-party fees are separate. Responsive layouts, media and performance optimization, and usability checks across mobile, tablet, and desktop are included for the pages and interfaces in scope.

PACKAGE GUIDE

FULL WEBSITE REDESIGN

Select one package. Prices are planning estimates for the stated scope.

STARTER

$2,250

Refresh the essentials

- Up to 5 pages and 3 page templates
- 1 form and 1 CMS collection
- Reuse approved existing copy and assets
- Up to 10 URL redirects
- 2 revision rounds and launch handoff

DELIVERABLES

A redesigned site of up to 5 pages with a checked launch.

FOUNDATION

$3,250

Rebuild the foundation

- Up to 8 pages and 4 page templates
- 1 form and 1 CMS collection
- Restructured navigation and content layout
- Up to 15 URL redirects
- 2 revision rounds and launch handoff

DELIVERABLES

A redesigned site of up to 8 pages with a clearer content structure.

GROWTH

$4,250

Connect the customer journey

- Up to 10 pages and 5 page templates
- 2 forms and 2 CMS collections
- Forms routed to existing supported tools
- Up to 20 URL redirects
- 2 revision rounds and launch handoff

DELIVERABLES

A redesigned site of up to 10 pages with two scoped enquiry paths.

AUTHORITY

$5,250

A deeper brand presence

- Up to 12 pages and 6 page templates
- 2 forms and 2 CMS collections
- Reusable component and content patterns
- Up to 25 URL redirects
- 2 revision rounds and launch handoff

DELIVERABLES

A redesigned site of up to 12 pages with reusable content patterns.

BESPOKE

$6,000

A substantial marketing rebuild

- Up to 15 pages and 7 page templates
- 3 forms and 3 CMS collections
- Reusable component and content patterns
- Up to 30 URL redirects
- 2 revision rounds and launch handoff

DELIVERABLES

A redesigned site of up to 15 pages with a scoped migration and handoff.

SCOPE & DELIVERY

One website using supplied, approved copy and assets. Basic technical SEO, accessibility checks, two consolidated revision rounds, launch and a handoff session are included. A page is one standard content page; repeated entries use the agreed templates. Forms route to email or an existing supported destination. Original content, cinematic sequences, commerce, new CRM setup, complex data migrations and custom software are quoted separately. Hosting, domains and third-party fees are separate. Responsive layouts, media and performance optimization, and usability checks across mobile, tablet, and desktop are included for the pages and interfaces in scope.

PACKAGE GUIDE

NEW WEBSITE BUILD

Select one package. Prices are planning estimates for the stated scope.

STARTER

$2,750

Launch the essentials

- Up to 5 pages and 3 page templates
- 1 form and 1 CMS collection
- Navigation and content structure
- Supplied copy and approved brand assets
- 2 revision rounds and launch handoff

DELIVERABLES

A launched marketing site of up to 5 pages with editable content.

FOUNDATION

$3,750

Build a fuller presence

- Up to 8 pages and 4 page templates
- 1 form and 1 CMS collection
- Service, team or proof-of-work layouts
- Supplied copy and approved brand assets
- 2 revision rounds and launch handoff

DELIVERABLES

A launched marketing site of up to 8 pages with tailored content layouts.

GROWTH

$5,000

Connect more enquiry paths

- Up to 10 pages and 5 page templates
- 2 forms and 2 CMS collections
- Forms routed to existing supported tools
- Supplied copy and approved brand assets
- 2 revision rounds and launch handoff

DELIVERABLES

A launched site of up to 10 pages with two scoped enquiry paths.

AUTHORITY

$6,250

Scale the content structure

- Up to 12 pages and 6 page templates
- 2 forms and 2 CMS collections
- Reusable component and content patterns
- Supplied copy and approved brand assets
- 2 revision rounds and launch handoff

DELIVERABLES

A launched site of up to 12 pages with reusable content patterns.

BESPOKE

$7,500

A complete marketing platform

- Up to 15 pages and 7 page templates
- 3 forms and 3 CMS collections
- Reusable component and content patterns
- Supplied copy and approved brand assets
- 2 revision rounds and launch handoff

DELIVERABLES

A launched marketing site of up to 15 pages with documented handoff.

SCOPE & DELIVERY

One website using supplied, approved copy and assets. Basic technical SEO, accessibility checks, two consolidated revision rounds, launch and a handoff session are included. A page is one standard content page; repeated entries use the agreed templates. Forms route to email or an existing supported destination. Original content, cinematic sequences, commerce, new CRM setup, complex data migrations and custom software are quoted separately. Hosting, domains and third-party fees are separate. Responsive layouts, media and performance optimization, and usability checks across mobile, tablet, and desktop are included for the pages and interfaces in scope.

PACKAGE GUIDE

AI WORKFLOW AUTOMATION

Select one package. Prices are planning estimates for the stated scope.

STARTER

$650

Automate one repetitive task

- 1 workflow: 1 trigger and up to 2 actions
- Up to 2 supported tools
- Acceptance testing and basic error alerts
- Written handoff and 30-minute walkthrough
- 1 consolidated revision round

DELIVERABLES

One tested automation with documentation and handoff.

FOUNDATION

$900

Add the next steps

- 1 workflow: 1 trigger and up to 3 actions
- Up to 2 supported tools
- 1 conditional branch and error alerts
- Written handoff and 45-minute walkthrough
- 2 consolidated revision rounds

DELIVERABLES

One tested multi-step automation with a defined conditional path.

GROWTH

$1,200

Introduce a focused AI step

- 1 workflow: 1 trigger and up to 4 actions
- Up to 3 supported tools
- 1 AI processing step with approved test examples
- Written handoff and 60-minute walkthrough
- 2 consolidated revision rounds

DELIVERABLES

One tested workflow with one AI processing step and documented checks.

AUTHORITY

$1,500

Connect more decisions

- 1 workflow: 1 trigger and up to 5 actions
- Up to 3 supported tools
- Up to 2 AI steps or conditional branches
- Written handoff and 60-minute training
- 2 consolidated revision rounds

DELIVERABLES

One tested workflow with scoped decision paths and team handoff.

BESPOKE

$1,800

Complete a defined workflow

- 1 workflow: 1 trigger and up to 6 actions
- Up to 4 supported tools
- Up to 2 AI steps or conditional branches
- Written runbook and 90-minute training
- 2 consolidated revision rounds

DELIVERABLES

One tested connected workflow with a runbook and team training.

SCOPE & DELIVERY

One defined workflow using existing accounts and supported connectors or documented APIs. An action is one automated processing or delivery step after the trigger. Includes agreed acceptance checks, error handling, documentation and handoff. Client provides approved data and account access. New interfaces, custom model training and ongoing monitoring are separate; software subscriptions, AI/API usage and hosting are separate.

PACKAGE GUIDE

CONNECTED AI SYSTEM BUILD

Select one package. Prices are planning estimates for the stated scope.

STARTER

$2,000

Connect two workflows

- Up to 2 workflows and 3 supported tools
- Up to 4 actions per workflow
- 1 AI processing step across the system
- Acceptance testing, runbook and 60-minute handoff
- 2 consolidated revision rounds

DELIVERABLES

Two connected, tested workflows with a documented rollout.

FOUNDATION

$2,400

Extend the workflow chain

- Up to 3 workflows and 3 supported tools
- Up to 4 actions per workflow
- Up to 2 AI processing steps across the system
- Acceptance testing, runbook and 60-minute training
- 2 consolidated revision rounds

DELIVERABLES

Three connected workflows with documented data and error paths.

GROWTH

$2,800

Bring another tool into the system

- Up to 3 workflows and 4 supported tools
- Up to 5 actions per workflow
- Up to 2 AI processing steps across the system
- Acceptance testing, runbook and 90-minute training
- 2 consolidated revision rounds

DELIVERABLES

Three connected workflows across four tools with a tested handoff.

AUTHORITY

$3,200

Coordinate more operations

- Up to 4 workflows and 4 supported tools
- Up to 5 actions per workflow
- Up to 3 AI processing steps across the system
- Acceptance testing, runbook and 90-minute training
- 2 consolidated revision rounds

DELIVERABLES

Four connected workflows with agreed checks and team training.

BESPOKE

$3,600

Complete the connected rollout

- Up to 4 workflows and 5 supported tools
- Up to 6 actions per workflow
- Up to 3 AI processing steps across the system
- Acceptance testing, runbook and 2-hour training
- 2 consolidated revision rounds

DELIVERABLES

A scoped four-workflow system with documented rollout and handoff.

SCOPE & DELIVERY

A bounded set of connected workflows using existing accounts and supported connectors or documented APIs. Includes acceptance checks, error handling, documentation and handoff. New interfaces, custom model training, complex data cleanup and ongoing monitoring are separate. Client supplies approved data and account access; software subscriptions, AI/API usage and hosting are separate.

PACKAGE GUIDE

WEBSITE CARE & OPTIMIZATION

Select one monthly plan. Initial implementation and platform usage are separate.

STARTER

$250 per month

Keep the essentials checked

- 1 existing website
- Up to 1 hour of scheduled work per month
- Monthly uptime and form checks
- Small content updates within the allowance
- Brief monthly activity summary

DELIVERABLES

A monthly site check and up to one hour of care.

FOUNDATION

$500 per month

Make room for regular updates

- 1 existing website
- Up to 2 hours of scheduled work per month
- Monthly uptime and form checks
- Content updates and routine maintenance
- Brief monthly activity summary

DELIVERABLES

Monthly checks and up to two hours of website updates.

GROWTH

$650 per month

Improve the live experience

- 1 existing website
- Up to 3 hours of scheduled work per month
- Monthly uptime, form and performance review
- Content and accessibility improvements within allowance
- Monthly activity and priorities summary

DELIVERABLES

Monthly reviews and up to three hours of scoped improvements.

AUTHORITY

$1,000 per month

Maintain a steady improvement cadence

- 1 existing website
- Up to 5 hours of scheduled work per month
- Monthly uptime, form and performance review
- Content and usability improvements within allowance
- Monthly review call of up to 30 minutes within allowance

DELIVERABLES

Monthly site reviews and up to five hours of updates and improvements.

BESPOKE

$1,500 per month

Support a busy website

- 1 existing website
- Up to 8 hours of scheduled work per month
- Monthly uptime, form and performance review
- Prioritized updates and improvements within allowance
- Monthly review call of up to 30 minutes within allowance

DELIVERABLES

An agreed monthly backlog with up to eight hours of website care.

SCOPE & DELIVERY

Monthly scheduled service for the agreed existing system. Included hours cover investigation, fixes and approved small improvements; unused hours do not roll over. Work beyond the allowance and new builds require approval. Support is scheduled during business hours; continuous staffed coverage is not included. Software, hosting and usage fees are separate. Updates are checked on mobile, tablet, and desktop for the changed pages. Performance work is scoped to the selected care plan; larger redesigns are quoted separately.

PACKAGE GUIDE

AI SYSTEM MONITORING & SUPPORT

Select one monthly plan. Initial implementation and platform usage are separate.

STARTER

$450 per month

Keep one workflow healthy

- 1 existing workflow
- Up to 2 support hours per month
- Weekly run and error-log review
- Existing alert routing and scoped fixes
- Monthly activity summary

DELIVERABLES

Weekly workflow checks and up to two monthly support hours.

FOUNDATION

$750 per month

Tune one active workflow

- 1 existing workflow
- Up to 4 support hours per month
- Weekly run and error-log review
- Approved prompt or routing changes within allowance
- Monthly activity and priorities summary

DELIVERABLES

Weekly workflow checks and up to four monthly support hours.

GROWTH

$1,250 per month

Support connected operations

- Up to 2 existing workflows
- Up to 6 support hours per month
- Weekly run and error-log review
- Approved tuning and fixes within allowance
- Monthly review call within the time allowance

DELIVERABLES

Weekly checks across two workflows and up to six monthly support hours.

AUTHORITY

$2,250 per month

Maintain several workflows

- Up to 4 existing workflows
- Up to 12 support hours per month
- Twice-weekly run and error-log review
- Prioritized tuning and fixes within allowance
- Monthly review call within the time allowance

DELIVERABLES

Twice-weekly checks across four workflows and up to twelve support hours.

BESPOKE

$3,600 per month

A broader operating cadence

- Up to 6 existing workflows
- Up to 20 support hours per month
- Twice-weekly run and error-log review
- Prioritized tuning and fixes within allowance
- Two monthly review calls within the time allowance

DELIVERABLES

Twice-weekly checks across six workflows and up to twenty support hours.

SCOPE & DELIVERY

Monthly scheduled service for the agreed existing system. Included hours cover investigation, fixes and approved small improvements; unused hours do not roll over. Work beyond the allowance and new builds require approval. Support is scheduled during business hours; continuous staffed coverage is not included. Software, hosting and usage fees are separate.

WORKED EXAMPLE ESTIMATES

Illustrative combinations using the rates in this card.
Your project is scoped individually.

EXAMPLE / SERVICES — PLANNING RATE

Campaign creative test — $1,200 - $2,200

One finished 5-8-second AI product shot plus campaign design. The proposal itemizes the campaign assets, formats, and revisions.

$450 / AI video generation
$750 - $1,750 / Brand & campaign design

Product launch and homepage — $4,000 - $8,500

Launch assets and one cinematic page using supplied, approved materials. Original photo, AI video, and film production are quoted separately. Exact deliverables and revisions are itemized in the proposal.

$1,500 - $3,000 / Product launch creative package
$2,500 - $5,500 / Cinematic homepage / interactive experience

Connected operations — $2,650 - $6,650

One defined automation alongside a focused tool or integration.

$650 / AI workflow automation / Starter
$2,000 - $6,000 / Custom tool or integration

LET'S SCOPE YOUR PROJECT

Share what you’re building, the timing, and any deliverables you have in mind.

PROJECT INQUIRIES

logan@sandrabbit.com

ONLINE RATES & ESTIMATOR

sandrabbit.com/pricing