

# 26characters



**C O N T E N T  
C R E A T I O N  
M E N U**

ALL PRICES ARE BASED ON A SERIES OF ASSUMPTIONS. 26 CHARACTERS RESERVES THE RIGHT TO CHANGE PRICES IN THE FUTURE (BUT ONLY AT THE BEGINNING OF A PROJECT, NOT WHEN WORK IS IN PROGRESS)



## CONTENT CREATION

<b>LinkedIn Article</b> (medium) Up to 750 words	\$2,500
<b>LinkedIn Article</b> (long) Up to 1,500 words	\$3,500
<b>:30 Video</b> (unscripted)	\$3,000
<b>:60 Video</b> (unscripted)	\$6,000
<b>:120 Video</b> (unscripted)	\$12,000
<b>:30 Video</b> (scripted)	\$5,000
<b>:60 Video</b> (scripted)	\$10,000
<b>:120 Video</b> (scripted)	\$20,000
<b>:30 Video</b> (animated)	\$3,000
<b>:60 Video</b> (animated)	\$6,000
<b>:120 Video</b> (animated)	\$12,000
<b>Social Media Post and Tile</b> (1 platform)	\$350
<b>Photoshoot for 5 People</b> (In office)	\$3,500
<b>Photoshoot for 5 People</b> (In studio)	\$4,500
<b>Infographic</b> (simple)	\$3,000
<b>Infographic</b> (moderate)	\$4,500
<b>Infographic</b> (complex)	\$6,000
<b>Blog post</b> (simple) up to 1,000 words	\$3,000
<b>Blog post</b> (moderate) up to 1,500 words	\$4,500
<b>Blog post</b> (complex) up to 2,000 words	\$6,000
<b>E-book</b> (simple) 5-7 pages	\$6,000
<b>E-book</b> (moderate) 7-12 pages	\$9,000
<b>E-book</b> (complex) 13-20 pages	\$12,000
<b>Whitepaper</b> (moderate) up to 20 pages	\$9,000
<b>Whitepaper</b> (complex) up to 30 pages	\$14,000

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## LINKEDIN ARTICLE (MEDIUM)

### Overview

This is an article that is published on LinkedIn on a personal page for someone at the company. It can also be featured on a brand account. Includes writing and stylized formatting which is offered on LinkedIn. Up to 750 words. A simple LinkedIn tile (or royalty free image) is provided for the article header. Client is responsible for taking final product and publishing.

### Client Input Needed

Client provides the overall objective of the article, and high level messages to communicate.

### # of Rounds of Review

3

### Format

Delivered in a Word document.

### Price

\$2,500

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## LINKEDIN ARTICLE (LONG)

### Overview

This is an article that is published on LinkedIn on a personal page for someone at the company. It can also be featured on a brand account. Includes writing and stylized formatting which is offered on LinkedIn. Up to 1,500 words. A simple LinkedIn tile (or royalty free image) is provided for the article header. Client is responsible for taking final product and publishing.

### Client Input Needed

Client provides the overall objective of the article, and high level messages to communicate.

### # of Rounds of Review

3

### Format

Delivered in a Word document.

### Price

\$3,500

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## : 3 0 V I D E O ( U N S C R I P T E D )

### Overview

This is a :30 unscripted video which is shot on location, usually at a client's office. We use a documentary style talking heads approach where up to three people are interviewed. Music licensing and graphics are not included in price. Standard brand video cards and logo treatment are included. Shoot happens on one day at same location.

### Client Input Needed

Client provides overall objectives of the video, along with key messages. 26 Characters develops the narrative story idea to tie messaging together.

### # of Rounds of Review

3

### Format

Can be exported to a variety of formats.

### Price

\$3,000

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## :60 VIDEO (UNSCRIPTED)

### Overview

This is a :60 unscripted video which is shot on location, usually at a client's office. We use a documentary style talking heads approach where up to three people are interviewed. Music licensing and graphics are not included in price. Standard brand video cards and logo treatment are included. Shoot happens on one day at same location.

### Client Input Needed

Client provides overall objectives of the video, along with key messages. 26 Characters develops the narrative story idea to tie messaging together.

### # of Rounds of Review

3

### Format

Can be exported to a variety of formats.

### Price

\$6,000

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## 1:20 VIDEO (UNSCRIPTED)

### Overview

This is a 1:20 unscripted video which is shot on location, usually at a client's office. We use a documentary style talking heads approach where up to three people are interviewed. Music licensing and graphics are not included in price. Standard brand video cards and logo treatment are included. Shoot happens on one day at same location.

### Client Input Needed

Client provides overall objectives of the video, along with key messages. 26 Characters develops the narrative story idea to tie messaging together.

### # of Rounds of Review

3

### Format

Can be exported to a variety of formats.

### Price

\$12,000

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## : 3 0 V I D E O ( S C R I P T E D )

### Overview

This is a :30 scripted video. An overall idea, script and production are included. Music licensing and graphics are not included in price. Standard brand video cards and logo treatment are included. Shoot happens on one day at same location.

### Client Input Needed

Client provides overall objectives of the video, along with key messages. 26 Characters develops the narrative story idea to tie messaging together.

### # of Rounds of Review

3

### Format

Can be exported to a variety of formats.

### Price

\$5,000

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## : 6 0 V I D E O ( S C R I P T E D )

### Overview

This is a :60 scripted video. An overall idea, script and production are included. Music licensing and graphics are not included in price. Standard brand video cards and logo treatment are included. Shoot happens on one day at same location.

### Client Input Needed

Client provides overall objectives of the video, along with key messages. 26 Characters develops the narrative story idea to tie messaging together.

### # of Rounds of Review

3

### Format

Can be exported to a variety of formats.

### Price

\$10,000

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## 1:20 VIDEO (SCRIPTED)

### Overview

This is a 1:20 scripted video. An overall idea, script and production are included. Music licensing and graphics are not included in price. Standard brand video cards and logo treatment are included. Shoot happens on one day at same location.

### Client Input Needed

Client provides overall objectives of the video, along with key messages. 26 Characters develops the narrative story idea to tie messaging together.

### # of Rounds of Review

3

### Format

Can be exported to a variety of formats.

### Price

\$20,000

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## : 3 0 A N I M A T I O N

### Overview

This is a :30 animated graphic for distribution online. It can be produced using after effects or by creating an animated GIF. Production quality is high to ensure online video is inline with brand integrity. It's important to note that music/VO and artwork are not included, but can be added for extra effect.

### Client Input Needed

Client provides overall objectives of the animation, along with key messages. 26 Characters develops the narrative story idea to tie messaging together.

### # of Rounds of Review

3

### Format

Is usually exported as a movie file for embedding directly into social media or a website.

### Price

\$3,000

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## : 6 0 A N I M A T I O N

### Overview

This is a :60 animated graphic for distribution online. It can be produced using after effects or by creating an animated GIF. Production quality is high to ensure online video is inline with brand integrity. It's important to note that music/VO and artwork are not included, but can be added for extra effect.

### Client Input Needed

Client provides overall objectives of the animation, along with key messages. 26 Characters develops the narrative story idea to tie messaging together.

### # of Rounds of Review

3

### Format

Is usually exported as a movie file for embedding directly into social media or a website.

### Price

\$6,000

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## 1:20 ANIMATION

### Overview

This is a 1:20 animated graphic for distribution online. It can be produced using after effects or by creating an animated GIF. Production quality is high to ensure online video is inline with brand integrity. It's important to note that music/VO and artwork are not included, but can be added for extra effect.

### Client Input Needed

Client provides overall objectives of the animation, along with key messages. 26 Characters develops the narrative story idea to tie messaging together.

### # of Rounds of Review

3

### Format

Is usually exported as a movie file for embedding directly into social media or a website.

### Price

\$12,000

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## S O C I A L M E D I A P O S T

### Overview

Copy development for posting on a social media platform like LinkedIn or Facebook. This includes copy and a supporting image tile.

### Client Input Needed

Client provides overall goals and key messages they want to communicate. 26 Characters takes that information and creates a finished post.

### # of Rounds of Review

3

### Format

Word document

### Price

\$350



## PHOTOSHOOT (IN OFFICE)

### Overview

This photoshoot is in an office setting. Up to 5 people are photographed in natural settings, using a combination of natural light and off camera lighting techniques. There is a half day of photography planned for this service. The selected files are color corrected and touched up. Client owns rights to all files from shoot.

### Client Input Needed

Client coordinates employees who are in this shoot. Client briefs 26 characters on how the photographs will be used so they understand the file requirements up front.

### # of Rounds of Review

1

### Format

Photographs can be exported in whichever formats the client wants (usually high res JPEG)

### Price

\$3,500



## PHOTOSHOOT (IN STUDIO)

### Overview

This photoshoot is in a studio setting. Up to 5 people are photographed in a controlled studio with a backdrop. There is a half day of photography planned for this service. The selected files are color corrected and touched up. Client owns rights to all files from shoot.

### Client Input Needed

Client coordinates employees who are in this shoot. Client briefs 26 characters on how the photographs will be used so they understand the creative direction and file requirements up front.

### # of Rounds of Review

1

### Format

Photographs can be exported in whichever formats the client wants (usually high res JPEG)

### Price

\$3,500





## INFOGRAPHIC (SIMPLE)

### Overview

Client chooses a general theme, and 26 characters provides 3 concepts on how to bring it to life. Once the concept is selected, designer and writer work together to create a simple infographic.

### Client Input Needed

Client chooses the theme and provides relevant information in the form of stats, quotes, key messages, etc. Client also provides guidance on where final infographic will be viewed.

### # of Rounds of Review

Concept + 3

### Format

Infographic can be exported in one desired format (usually a PDF or JPEG). It is a flat file and not coded for a web page. One format is included, Additional formats require incremental scope.

### Price

\$3,000

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## INFOGRAPHIC (MODERATE)

### Overview

Client chooses a theme, and 26 characters provides 3 concepts on how to bring it to life. Once the concept is selected, designer and writer work together to create a moderate infographic.

### Client Input Needed

Client chooses the theme and provides relevant information in the form of stats, quotes, key messages, etc. Client also provides guidance on where final infographic will be viewed.

### # of Rounds of Review

Concept + 3

### Format

Infographic can be exported in one desired format (usually a PDF or JPEG). It is a flat file and not coded for a web page. One format is included, Additional formats require incremental scope.

### Price

\$4,500



## INFOGRAPHIC (COMPLEX)

### Overview

Client chooses a theme, and 26 characters provides 3 concepts on how to bring it to life. Once the concept is selected, designer and writer work together to create a complex infographic.

### Client Input Needed

Client chooses the theme and provides relevant information in the form of stats, quotes, key messages, etc. Client also provides guidance on where final infographic will be viewed.

### # of Rounds of Review

Concept + 3

### Format

Infographic can be exported in one desired format (usually a PDF or JPEG). It is a flat file and not coded for a web page. One format is included, Additional formats require incremental scope.

### Price

\$6,000



## BLOG POST (SIMPLE)

### Overview

This service is all about having a point of view, or providing an update on relevant news. The client provides the topic, and our writers do the necessary research and writing. This includes light design work to make the post interesting (i.e. pull quotes, simple graphic tiles). Up to 1,000 words. Does not include any licensed artwork. Client is responsible for uploading/publishing to their own platform.

### Client Input Needed

Client selected topic and provides relevant company research or statistics.

### # of Rounds of Review

Concept + 3

### Format

Copy is provided in a Word document. Graphics are exported as JPEGs or PNGs.

### Price

\$3,000

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## BLOG POST (MODERATE)

### Overview

This service is all about having a point of view, or providing an update on relevant news. The client provides the topic, and our writers do the necessary research and writing. This includes light design work to make the post interesting (i.e. pull quotes, simple graphic tiles). Up to 1,500 words. Does not include any licensed artwork. Client is responsible for uploading/publishing to their own platform.

### Client Input Needed

Client selected topic and provides relevant company research or statistics.

### # of Rounds of Review

Concept + 3

### Format

Copy is provided in a Word document. Graphics are exported as JPEGs or PNGs.

### Price

\$4,500

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## BLOG POST (COMPLEX)

### Overview

This service is all about having a point of view, or providing an update on relevant news. The client provides the topic, and our writers do the necessary research and writing. This includes light design work to make the post interesting (i.e. pull quotes, simple graphic tiles). Up to 2,000 words. Does not include any licensed artwork. Client is responsible for uploading/publishing to their own platform.

### Client Input Needed

Client selected topic and provides relevant company research or statistics.

### # of Rounds of Review

Concept + 3

### Format

Copy is provided in a Word document. Graphics are exported as JPEGs or PNGs.

### Price

\$6,000

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## E - B O O K ( S I M P L E )

### Overview

This service is all about providing customers with helpful information. The goal is to help educate them on a topic, or solve a specific problem. We take information from the client, do some additional research, and create the content. This includes writing and design. Client chooses what platform they want to publish on. includes 5-7 pages of content.

### Client Input Needed

Client selects topic and provides relevant company research or statistics.

### # of Rounds of Review

Concept + 3

### Format

E-books are usually exported as a PDF, but the client can have assets cut up for upload into an e-book platform. This price does not include custom coding based on the E-book platform.

### Price

\$6,000



## E - B O O K ( M O D E R A T E )

### Overview

This service is all about providing customers with helpful information. The goal is to help educate them on a topic, or solve a specific problem. We take information from the client, do some additional research, and create the content. This includes writing and design. Client chooses what platform they want to publish on. includes 7-12 pages of content.

### Client Input Needed

Client selects topic and provides relevant company research or statistics.

### # of Rounds of Review

Concept + 3

### Format

E-books are usually exported as a PDF, but the client can have assets cut up for upload into an e-book platform. This price does not include custom coding based on the E-book platform.

### Price

\$9,000





## E - B O O K ( C O M P L E X )

### Overview

This service is all about providing customers with helpful information. The goal is to help educate them on a topic, or solve a specific problem. We take information from the client, do some additional research, and create the content. This includes writing and design. Client chooses what platform they want to publish on. includes 13-20 pages of content.

### Client Input Needed

Client selects topic and provides relevant company research or statistics.

### # of Rounds of Review

Concept + 3

### Format

E-books are usually exported as a PDF, but the client can have assets cut up for upload into an e-book platform. This price does not include custom coding based on the E-book platform.

### Price

\$12,000



## WHITEPAPER (MODERATE)

### Overview

This service is all about demonstrating expertise. Our writers take information from the client and develop a high quality piece of thought leadership. Once an outline is agreed to, the client receives a copy draft. Once copy is approved directionally, a designer uses a client provided template to design everything. Includes up to 20 pages of design.

### Client Input Needed

Client selects topic and provides relevant company research or statistics.

### # of Rounds of Review

Outline + 1st draft of copy, 3 rounds of design review

### Format

Typically exported as a PDF

### Price

\$9,000

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## WHITEPAPER (COMPLEX)

### Overview

This service is all about demonstrating expertise. Our writers take information from the client and develop a high quality piece of thought leadership. Once an outline is agreed to, the client receives a copy draft. Once copy is approved directionally, a designer uses a client provided template to design everything. Includes up to 30 pages of design.

### Client Input Needed

Client selects topic and provides relevant company research or statistics.

### # of Rounds of Review

Outline + 1st draft of copy, 3 rounds of design review

### Format

Typically exported as a PDF

### Price

\$14,000

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