GRAPHIC DESIGN (Camera Ready Art only; actual items ordered separately)

- Ads - $150 any size, any format (print ads, stallion cards, brochures, posters)
- Business Cards - $50
- Logo Design - $250 ($125 deposit required)
- Banners - $75 to $100
- Stall pop-ups - $150
- Training/Show Dry-erase boards - $150
- Horse Show Draw Graphics for social media - $50

WEBSITE

Website development *(domain name and hosting additional)*

- Basic Custom: $1,200 for up to 6 pages ($75 per page after 6 pages)
- Mini Shopping Cart: $1,800 up to 6 pages and 30 products ($75 per page after 6, $35 per additional product over 30)

Website maintenance

- $35 per page touched (covers most routine updates)
- $35 per sale horse added (basic pedigree research included)

PHOTOGRAPHY & VIDEOGRAPHY (add mileage if further than one hour travel time)

Video Shoot

- $250 per half day session (video production not included)

Photo Shoot

- Conformation photos $250 trip fee + $50 per horse editing fee
- Riding/Ranch shoot $350 trip fee + $50 editing fee

VIDEO

Video Intro (one time fee)

- $150

Sale Videos and Show Run Highlight Reels (add logo intro, music, graphics etc)

- $75 each from existing video clips

Commercial Video Production (not including custom footage)

- $350 per promo for Ranch, Trainer or Stallion (30 seconds to two minutes)
- Add $100 per minute over two minutes

2025 SOCIAL MEDIA MGT PRICE SHEET

www.stoneyswebdesign.com
Connie Stoney 940.366.3705 stop@stoneyswebdesign.com
Amy Stoney 940.366.3361 amy@amystoney.com

Enjoy the freedom of choosing social media services that fit YOUR business the best. By offering two plans, we tailor monthly services especially to fit your needs.
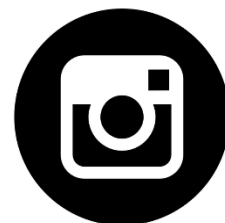
SOCIAL MEDIA PLATFORMS WE SERVE

- Facebook
- Instagram
- Youtube
- TikTok
- Website updates *(some platforms excluded)*

Monthly Plans and Features

ITEM	BASIC $350	PREMIUM $450
Posts, stories	Up to 2 per week	Up to 4 per week
Clips/reels (your footage)	4 per month	Unlimited
Show coverage posts	4 per month	Unlimited
Show coverage reels	0	10 per show
Additional show videos/reels	$20 each	$20 each

WHY YOU NEED A SOCIAL MEDIA MANAGER?

- Establish a consistent online presence
- Drive customers to your website or storefront
- Create a fan-base (followers)
- Acknowledge sponsors, events and notable clients

WHAT DOES A SOCIAL MEDIA MANAGER DO?

- FACEBOOK & INSTAGRAM CONTENT MANAGER – planned posting of graphics, information, events, sharing to groups, managing follower comments
- TIK TOK/REEL/STORY CREATION – creating and posting reels and stories from your high quality content
- ROUTINE WEBSITE UPDATES – (certain website platforms may be excluded)
- SYNCING VIDEO CONTENT TO YOUTUBE CHANNEL – posting relevant content to youtube

WHAT WE NEED FROM YOU

- ACCESS TO YOUR BUSINESS SOCIAL MEDIA PLATFORMS – facebook, instagram, tiktok, youtube, website (*please inquire if you only have a personal facebook page*)
- MEDIA – high resolution video and photos
- CONTENT – text and information
- SCHEDULE – any events or important dates

DOES SOCIAL MEDIA CONFUSE YOU? Here are definitions of some common terms

- **FACEBOOK BUSINESS PAGE –** specifically designed for businesses or public figures (i.e. stallions) with advanced tools and abilities
- **POSTS –** static content sharing information or thoughts
- **REELS –** short format videos, less than 90 seconds
- **STORIES –** brief photo or video content that disappears after 24 hours
- **LIKES and FOLLOWERS –** users who "like" your posts or page and engage in following your content
- **REACH –** number of unique users who see your posts and page
- **INTERACTIONS –** action users take in response to a post, such as liking, commenting or sharing
- **VIEWS or IMPRESSIONS –** the number of times a post or video has been displayed to a user for more than 3 seconds
- **MESSAGING CONTACTS –** statistic-based tally of people who have messaged you regarding a post
- **CLICKS –** when a user clicks a sponsored ad (in reference to paid facebook ads)
- **SPONSORED AD –** paid facebook ads charged on a user basis, able to target specific audiences

Contact us if you need to generate fresh photos or video content!

We do that too!

NEW WEBSITE CHECKLIST

Basic Custom Website (not an online store)

- Website contract on file with and deposit paid to Stoney's Web Design
- Contact info as it will appear on your website
- Bullet outline of all pages and sub-pages (what will appear as menu items)
- Written content for each page (word.doc, PDF or email format)
- Word.doc versions of any contracts you will be including on your site
- High quality photos for design use (size should be at least 1MB)
- Content photos for use on pages (can be lesser quality, but should not be smaller than 500KB)
- Copies of registration papers, other relevant documents and video links for sale horses, broodmares, or stallions standing at stud, as needed

Mini-Shopping Cart Online Store (selling items and collecting funds through your website)

- All the above that apply to your business needs
- Payment vendor (vendor through which your customer payments are collected and processed)
- Product photo(s)
- Product names and descriptions
- Product video, if applicable
- Available options per product (size, color, etc)
- Shipping and tax information
- Terms of Sale and Return Policy (if different from standard)
- Customer Service contact info

TECHNICAL DETAILS & DEFINITIONS

- Domain name – your www. name
- Web Hosting – where your website lives on the internet
- Login Access – for existing domain names and websites, we will need complete login and passwords in order to point your domain name to the website created by Stoney's.
- Payment method – Stoney's sets each client up on their own account, so your credit or debit card is needed to set up hosting and/or domain name