



2024 PRICE SHEET (WEB, AD, LOGO, PHOTO, VIDEO)

www.stoneyswebdesign.com

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GRAPHIC DESIGN (Camera Ready Art)

- Ads - \$150 any size, any format (print ads, stallion cards, brochures, posters)
- Business Cards - \$50
- Logo Design - \$250 (\$100 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: \$950 for up to 6 pages (\$75 per page after 6 pages)
- Mini Shopping Cart: \$1,750 up to 6 pages and 30 products (\$75 per page after 6, \$30 per additional product over 30)

Website maintenance

- \$35 per page touched (covers most routine updates)
- \$25 per sale horse added (basic pedigree research included)

PHOTOGRAPHY & VIDEOGRAPHY (within one hour distance)

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

Photo Retouching (developing art pieces, changing out backgrounds, etc)

- \$50 each (does not apply to routine editing, which is included in photo shoot 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

Promo 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



2024 SOCIAL MEDIA MGT PRICE SHEET

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Enjoy the freedom of choosing social media services that fit YOUR business the best. Just apply the included monthly credit toward any of the Show Coverage services YOU want. We do it your way.

ELIGIBLE SOCIAL MEDIA PLATFORMS

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

Monthly Plans and Features

	BASIC \$300	PREMIUM \$400	PLATINUM \$500
Show coverage (per month)*	\$100 credit*	\$200 credit*	\$400 credit*
Posts, stories, reels	8 (2 per week)	12 (3 per week)	12 (3 per week)
Videos (your clips)	2	6	12
Website updates (existing pages)	1	2	unlimited
Ranch Photo shoots	-	5% discount	10% discount
Full page ads (must be monthly)	-	5% discount	10% discount

***A CREDIT** is a monthly amount that may be used for show coverage services beyond those automatically included. After the credited balance is used, additional services will be charged at regular price (see price list). The credit expires each month and does not accumulate.

Services will be billed at the first of every month. Show coverage will be itemized and calculated at the end of each show, and billed at the end of every month.

SHOW COVERAGE VALUES (PRICE LIST)

Posts, stories, reels	\$20	Shared on Facebook, Instagram and TikTok
Videos (your clips)	\$35	Sale Horses, TikTok, Highlight Reels, Show Runs
Website updates (existing pages)	\$25	Existing sites, some platforms excluded
Draw graphics (for socials)	\$50	Full color, logos, show info, image
Full page ads (for socials or print)	150	Full color, must be on a monthly agreement
Ranch Photo shoots	\$350	Mileage may apply outside our region

MEANINGFUL RESULTS

The changes Amy Stoney can make for your business.

Client	Dec 2023	Jan 2024	Feb 2024	% increase
Nothing But Blu	Facebook reach 1,800	Facebook reach 5,600	Facebook reach 7,000	33.3
	Facebook visits 789	Facebook visits 1,800	Facebook visits 3,100	82.1
	New likes/follows 22	New likes/follows 66	New likes/follows 120	81.8
	Instagram reach 0	Instagram reach 82	Instagram reach 152	85.4
	Instagram visits 0	Instagram visits 32	Instagram visits 81	153
	New Likes/follows 4	New Likes/follows 6	New Likes/follows 15	150

Client	Jan 2024	Feb 2024	% increase
Cayley Wilson Performance Horses	Facebook reach 3,100	Facebook reach 32,200	948
	Facebook visits 1,600	Facebook visits 6,600	319
	New likes/follows 54	New likes/follows 173	220
	Instagram reach 0	Instagram reach 333	100
	Instagram visits 24	Instagram visits 71	196
	New Likes/follows 5	New Likes/follows 15	200

Client	Jan 2022	Jan 2023	% increase
Buton Reining Horses	Facebook reach 72,800	Facebook reach 561,400	672
	Facebook visits 21,300	Facebook visits 35,700	67.4

Client	Feb-Aug 2023	Aug-Feb 2024	% increase
Weitekamp Reining Horses	Facebook reach 22,900	Facebook reach 71,700	206
	Facebook visits 2,000	Facebook visits 4,600	156
	New likes/follows 62	New likes/follows 160	125