

We never stop doing Magic.

2020 RATE CARD

CMG Marketing Communications (Pty) Limited | www.creativemagic.agency



A majority of our work is compiled and quoted on a scope basis.
The below are guidelines as to our cost structure but please keep the above in mind.
We trust the below is in order and should you have any queries please feel free to
contact us.

Concept Development

Developing an executable idea and concept to answer the briefs requirements. The idea is adaptable across all TTL elements below, however can be edited if only a specific channel is required.

Concept	R 5, 500
+ Television	R15, 500
+ Radio	R 7, 500
+ Billboard	R 7, 500
+ Magazine Print	R 5, 000
+ Newspaper Print	R 5, 000
+ Digital	R 3, 500
+ In Store	R 2, 500

Creative, Design and Strategy

Creative design and layout of concept. Billed per hour based on scope of work.

Design	R 450
Creative Direction	R 950
Prep For Print	R 550
Deep Etch Images	R 450
Resize	R 450
Compositing	R 450
Illustration	R 450
Story boarding	R 450
Strategy	R 850

Copy

Copywriting, editing & proofreading charged per hour.

Copy Writing	R 450
Proofreading	R 450
Subediting	R 450

Animation & Video Production

Animation and video production rates are based on content, gear requirements, edit and render times as well as structure. Base fee is calculated on a fixed timeline to reserve resource, but fluctuates based on abovementioned factors. Charged per hour.

Video Editing	R 650
Video Animation	R 650
Video Rendering	R 450

Presentation Development (PowerPoint and Prezi)

Presentation rates are based on content, brief requirements, and other specific requirements. Base fee is calculated on a fixed timeline to reserve resource, but fluctuates based on abovementioned factors.

Powerpoint Presentation	R 450
Prezi Presentation	R 450

Social Media Management

Monthly Management of Social Media Channels with response to messages and comment monitoring across all channels. Billed per month.

Community Management Facebook	R 7,500
Community Management Instagram	R 5,500
Community Management Twitter	R 5,500
Community Management LinkedIn	R 6,500
Content Calendar Development	R 3,750
Google SEO and SEM Management	R 4,550
Reporting – All elements	R 2,750
Facebook in Page App	R 9,500
Content Strategy	R 4,500

Web & Software Development

Development rates are based on content, brief requirements, content management systems, and development requirements. Base fee is calculated on a fixed timeline to reserve resource, but fluctuates based on abovementioned factors. Charged per hour.

Wordpress Coding & Populating	R 650
Coding – HTML 5/CSS	R 650
Coding – PHP	R 850
Content Management System	R 800

Research

Research rates are based on content, brief requirements, and other specific requirements. Base fee is calculated on a fixed timeline to reserve resource, but fluctuates based on abovementioned factors.

Research R 850

Project Management

A general project management fee applies to all costing provided. Fee is calculated on 15% of overall project.

Storage

We store all your work/data on the cloud as well as offsite – this fee contributes to the safekeeping of your data for 60months defined by the South African legislation of data protection project. Fee is calculated on 1.5% of overall project.

All rates above are generic and indicative of costs, however certain projects may require elements out of scope, which will be charged for separately.

CORPORATE INFORMATION

OPERATING HEADQUARTERS

CMG Marketing Communications (Pty) Limited t/a CreativeMagic Group,
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REGIONAL OFFICES

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ORGANISATION IN BRIEF

Over 45 people company-wide, composed of:

- 32 people under the Creative and Design
- 10 people under the Web Development and Technology Team
- 3 people under Admin, HR, and Finance

CONTACT EMAIL

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WEBSITE

www.creativemagic.agency