

ANNE PITRE, MBA

MARKETING | PUBLIC RELATIONS | COMMUNICATIONS | DESIGN

SERVICE MENU

The services and prices listed below are guidelines and include an initial consultation before work begins and a set number of revisions as described. If a project changes in scope or goes beyond the limitations outlined below an hourly fee will apply. Hourly fees are \$50 an hour unless otherwise noted, as in the case with A/V production. I am open to negotiation.

GRAPHIC DESIGN

Flyers, business cards, logos, brand kits/creative concepting, posters, other 1-page, 1-sided documents
\$250, includes 2 revisions

Brochures (centerfold, double-sided and tri-fold)
\$350, includes 3 revisions

Annual reports and other booklets/multipage documents up to 10 pages
\$100 per page. Over 10 pages require a quote.

Infographics
\$250 if all statistics and data are furnished.
Hourly fee applies if research is necessary.

WEB DESIGN & DEVELOPMENT

\$1,000 up to 5 pages and enabled for eCommerce up to 25 products
Includes consultation, photography, ancillary graphic design and copywriting, social media integration and 3 revisions. Websites over 5 pages and eCommerce sites over 25 products require a quote.

PHOTOGRAPHY

\$100 per hour. Includes consultation, drive time and editing. Editing no more than 72-hour turnaround.

VIDEO PRODUCTION

\$50 per hour short form video, vertical video for social media

\$100 per hour for long form video

Includes consultation, script development, writing, location scouting shooting and editing. Any charges for actors, models and special equipment will be at the client's expense.

PODCASTING

\$100 per hour. Includes consultation, episode development, recording, editing, hosting and distribution. I am only available to work on podcasting during the evenings and on weekends.

SOCIAL MEDIA MANAGEMENT

\$300 monthly retainer
Includes content development, photography, copywriting, monitoring and interaction with other accounts. Up to 3 platforms with a minimum of 1 short form video per week and 2 static posts per week. Also includes related graphic design and copywriting. 3-month minimum purchase. Additional platforms require a separate quote and additional fees.

EMAIL MARKETING

Consultation and quote required. I take on clients in all stages of their email marketing efforts. I've established email publications from scratch, overhauled publications that needed refreshing, and simply taken over the reigns for publications that were working like a well-oiled machine. Clients usually opt for a \$50 hourly fee.

DIGITAL ADVERTISING

Consultation and quote required. I've successfully launched digital advertising campaigns built on social media, pay-per-click, Google Ads and Google Local Services Ads. From short-term to long-term, from hyper-local to national, from solo efforts to finding the right advertising partners, I can help you meet your advertising goals in the digital space.

MEDIA RELATIONS

Press releases: \$250 if information is furnished and includes 2 revisions and follow-ups to targeted journalists and outlets. \$50 hourly fee applies to any research.

Media consulting requires consultation and quote. I am available to do media relations for set periods of time for a monthly retainer fee.

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SKILLS

Mac iOS and Windows
MS Office Suite
Adobe Creative Cloud
Illustrator
InDesign
PhotoShop
Premier Pro
Audition
Express
Rode Connect
Basic CSS and HTML coding
WordPress
Wix
Squarespace
Drupal
Oracle
PeopleSoft
GrowthZone
Munis
EMAS Recruitment Pro
Burelles Luce
Critical Mention
CISON
Shopify
Meta
Facebook
Instagram
Threads
X (Old Twitter)
TikTok
LinkedIn
Constant Contact
Emma
Mailchimp
Writing
Canva
Municode
SEO/SEM
Google Ads
Pixel
Video production
Podcast production