

## Content Creation – Writing

*\$500 per 1000 words (rounded to nearest 500); includes a moderate amount of research and/or lab time and/or interview time. Specific details of the content will be handled on a case-by-case basis.*

### Blog Posts

**USD 250**

(400-500 words) - Colorful and practical, blog posts are filled with humor and wit, and answer the question “what would use of the product every day be like?”

[Example](#)

### Articles

**USD 500**

(900-1000 words) – A traditional article – more formal and more in-depth than a blog.

[Example](#)

### Case Study

**USD1000**

(1000 words) - Includes some analysis, additional research and longer interviewing than your average article.

### Review Articles

**USD 1250**

(2500 words) – A traditional review article. Includes on hands-on testing as per our testing methodology and any additional tests we deem relevant to the objectives of the article

[Example](#)

### “Deep Dive”

**USD 5000**

(3x 2500 words) – In-depth review. Includes extensive lab testing. Requires acquisition of demo gear for minimum 2 weeks and/or NFR licenses.

[Example \(Part 1\)](#) [\(Part 2\)](#) [\(Part 3\)](#)

### Analytical Report

Analytical work includes designing questionnaires and surveying a sample of the target market, 500 word summary and 2500 word detailed analysis & methodology. Costs of the survey are billed to the client transparently.

## Content Creation – Non-Writing

*\$60 per hour for general non-time sensitive work; \$125 per hour for general time-sensitive or off-site work.*

### Webex Interview

**USD 125/hr**

A single event is expected to run for approximately three hours (\$375) and includes research, Question preparation, recording and the interview itself.

### Podcast

**USD 500/hr**

Billed at \$125 for each 15 minutes of posted audio. Includes setup, testing, post processing, infographic design and recording.

### Shoutcasting/Commentating

**USD 125/hr**

Can be done on or off site. Includes hardware, testing, infographic design, live streaming, recording, post processing and the commentary itself.

[Example](#)

### Reddit AMA (“Ask Me Anything”)

**USD 125/hr**

We will represent your organization on popular social networking site *reddit* via an “Ask Me Anything” session, an open-forum discussion on anything the commenters are interested in.

## **Internet Presence Management (IPM)**

USD 60/hr

Ongoing work can be negotiated on a yearly or bi-yearly basis. Includes any of the following:

- Active maintenance of Twitter, Facebook, Google+ and similar popular social media sites;
- “Deep Web” monitoring, browsing forums and other sources for feedback and producing weekly reports;
- Active maintenance of non-standard “social media” accounts (Spiceworks, etc)
- Extant Content SEO

## **Informative/Tutorial Videos**

USD 60/hr

Informative/tutorial video work includes training or a demo on the product or service the video is being created for; additional research, scripting, recording and post processing.

## **Services – Non-technical**

*\$60 per hour for general non-time sensitive work; \$125 per hour for general time-sensitive or off-site work.*

[Example](#)

## **Conference Representation (One day)**

USD 1500

eGeek will represent the client at a conference to interface with the target audience. Travel costs are billed through to the client transparently (conference admission, flights & accommodation). Covers approximately 12 hours of conference floor & after-party time per day.

## **Strategic Marketing Consulting**

USD 1500

As systems administrators, journalists and market analysts by day, eGeek can help you better understand your target market and provide insight on business and product strategies to improve your business model as a whole. Covers approximately 6-8 hours of meeting time.

## **Services – Technical**

*\$60 per hour for general non-time sensitive work; \$125 per hour for general time-sensitive or off-site work.*

## **Tech Support**

USD 60/hr

Any on-call diagnosis & remote repairs of software issues or on-site hardware-related repairs. Hardware repair costs are billed transparently.

## **Offsite Emergency/Afterhours Tech Support**

USD 125/hr

Any on-call diagnosis & repairs off-site or after hours. Hardware & travel costs are billed transparently.

## **Ongoing Remote Maintenance**

USD 60/hr

Includes generic software and hardware maintenance, firmware and software updates/patches, etc.

## **Ongoing Offsite Maintenance**

USD 125/hr

Includes data center and/or rack management, ongoing hardware upgrades & replacements, etc.