

## MG Billing Methods

Media Genesis can be engaged in a few different ways.

**Project based / Ad Hoc**– Media Genesis to work with clients to identify specific projects and quote them to provide scope and budget. Under this type of plan, Media Genesis leverages a rate of \$100 per hour. Approvals for work can be made via email.

**Managed Services Plan** – Media Genesis manages your digital. We identify a comfortable monthly budget and work to provide a comprehensive offering (reporting, maintenance, security, etc.) along with tackling prioritized tasks to be completed and launched. Under this type of plan, Media Genesis will commonly frontload work, that can be paid for over time.



**Retainer** – Media Genesis to provide a bucket of hours that can be used towards any number of prioritized tasks. As a point of reference, Media Genesis uses a blended rate of \$100 per hour to perform general maintenance updates. Over 50% of our clients use our support in this capacity. Media Genesis can suggest methods to reduce the cost of maintenance and speed the process of performing updates. Media Genesis is very responsive in performing updates and realizes the importance of providing timely changes to the site.

## Project Based Ad-Hoc – Overview

Media Genesis will provide an hours estimate on any maintenance / project requests sent in before work begins.

Support Hours - Service should be requested and provided during primary support hours.

- Primary support hours: Monday through Friday, 8:00 a.m. to 5:00 p.m. (Eastern Standard Time), with the exception of company recognized holidays. This support is billed at a rate of \$100.00/hour.

Media Genesis will provide client representatives with an escalation list of contacts to reach in the event that after hours support is needed.

- Billing specifications may include either the \$150/hour rate allocated from the contract hours for each support hour provided.

Budget: \$100 per hour / Ad-Hoc

## MG Managed Services Plan (MSP) - Overview

We understand that clients have many needs. It needs to be understood that through this type of engagement, work will be heavily frontloaded (while the budget plan is fixed across the term) to accommodate your top priorities.

The value of this program is that a successful digital presence is truly never completed and should not remain stagnant. In the days of ever-changing technology and trends it is important to keep your websites updated, secure and looking fresh to stay ahead of the competition and remain a leader in your industry.

In addition to the development of the new website this program outlines a plan for core items such as CMS security, updates, reporting, CRM & marketing support, etc. This will be a 12-month plan.

Media Genesis proposes an annual task allocation that will be divided into six different categories in order to properly meet and support the clients needs.

These categories are:

- I. Assessment & Strategy: Strategic Collaboration
- II. SEO Monitoring & Support
- III. Analytics & Reporting
- IV. Website Maintenance & Upkeep
- V. Larger Design & Development Initiatives

