

Every advisor's needs are unique. For convenience and transparency, we have included a pricing list exclusively for advisors affiliated with Private Advisor Group. No long-term engagement or contract required. Choose from a list of commonly requested stand-alone deliverables or check out our packages for increased savings and efficiency.



MARKETING FILE DELIVERABLES

Starting prices include the creation and delivery of digital files and assumes the client will use these files with the vendors of their choice for printing, hosting, and any other outside production costs.

ITEM	DESCRIPTION	STARTING PRICE
Logo Development	Includes 3 initial concepts. Final files will be provided in vector, jpg, and png format	\$750
Business Cards	Design and layout (front and back) for up to 5 team members	\$250
Letterhead / Folder	Logo must be provided in vector format (EPS, AI) with outlined fonts OR high resolution with transparent background	\$250 each
Marketing Flyer / Brochure	Pricing dependent upon project specifications as well as whether content and images are provided by client or Tangram Sky	\$500+
Website Content Only	Pricing dependent upon number of pages - optimized text for web use, delivered ready for theme or chosen template	\$1,500+
Website Content & Design	Pricing dependent on number of pages & bios - optimized text and website design in WordPress or FMG Suite	\$3,000+
Professional Individual Biography	Professional background biography for use on website, LinkedIn, etc.	\$215
Google Business / Maps Set Up	Optimize business details (name, address, description, etc.) for visibility in local Google search listings (+imagery)	\$250
Social Media Channel Profile / Cover Images	Create profile and cover images using current specs for social media accounts	\$85/channel
Custom Content (lead magnet, blog, case study, etc.)	Custom, engaging content thoroughly researched and search-engine optimized with internal/external links	\$350 each
Consulting & Analysis	Not sure what kind of website traffic you're getting? How is your content performing? Get a custom analysis or overview of your efforts	\$85/hr
Marketing Email Template	Professionally branded HTML email template shell, ready for you to populate with content and deploy	\$250
Ongoing Marketing	Need help in an ongoing capacity? Monthly blogs, website traffic analysis, and social media post amplification	\$1050/month

PACKAGE PRICING

Logo + Business Card Design (Up to 5 Team Members) | \$900

Stationery Package (Business Cards, Letterhead, Folder) | \$500

Stationery Package (Business Cards, Letterhead, Folder & One-Page Flyer) | \$1,050

Social Media Profile & Cover Package: FB, Twitter, LinkedIn (business), GMB, and YouTube (5) | \$375

CLARIFICATIONS & EXCLUSIONS

1. Individual scope of work (proposal) is required for each project and must be signed by the individual responsible for payment.
2. At least 50% of payment must be paid prior to project commencement.
3. [Creative Brief](#) and/or [Content Questionnaire](#) (along with [Individual Biographies](#) and any additional questionnaires, if applicable) must be completed and submitted to project manager digitally prior to kickoff call.
4. Kickoff call is not to exceed 60 minutes.
5. After final approval, any further revisions of content and/or design will incur additional charges.