



2024 PRICE SHEET (WEB, AD, LOGO, PHOTO, VIDEO)

www.stoneyswebdesign.com

Connie Stoney 940.366.3705 stop@stoneyswebdesign.com
Amy Stoney 940.366.3361 amy@amystoney.com
Grace Gowins 530.368.7195 stoneyswebsitedesign.@gmail.com

GRAPHIC DESIGN (Camera Ready Art)

- Ads - \$150 any size, any format (print ads, stallion cards, brochures, posters)
- Business Cards - \$50
- Logo Design - \$250 (\$125 deposit required)
- Banners - \$75 to \$100
- Stall pop-ups - \$150
- Training/Show Dry-erase boards - \$150
- Horse Show Draw Graphics for social media - \$50

WEBSITE

Website development (*domain name and hosting additional*)

- Basic Custom: \$1,200 for up to 6 pages (\$75 per page after 6 pages)
- Mini Shopping Cart: \$1,800 up to 6 pages and 30 products (\$75 per page after 6, \$35 per additional product over 30)

Website maintenance

- \$35 per page touched (covers most routine updates)
- \$35 per sale horse added (basic pedigree research included)

PHOTOGRAPHY & VIDEOGRAPHY (within one hour distance)

Video Shoot

- \$250 per half day session (video production not included)

Photo Shoot

- Conformation photos \$250 trip fee + \$50 per horse editing fee
- Riding/Ranch shoot \$350 trip fee + \$50 editing fee

VIDEO

Video Intro (one time fee)

- \$150

Sale Videos and Show Run Highlight Reels (add logo intro, music, graphics etc)

- \$75 each from existing video clips

Promo Video Production (not including custom footage)

- \$350 per promo for Ranch, Trainer or Stallion (30 seconds to two minutes)
- Add \$100 per minute over two minutes



2024 SOCIAL MEDIA MGT PRICE SHEET

www.stoneyswebdesign.com

Connie Stoney 940.366.3705 stop@stoneyswebdesign.com

Amy Stoney 940.366.3361 amy@amystoney.com

Grace Gowins 530.368.7195 stoneyswebsitedesign.@gmail.com

Enjoy the freedom of choosing social media services that fit YOUR business the best. By offering two plans, we tailor monthly services especially to fit your needs.

SOCIAL MEDIA PLATFORMS WE SERVE

- Facebook
- Instagram
- Youtube
- TikTok
- Website updates *(some platforms excluded)*

Monthly Plans and Features

ITEM	BASIC \$300	PREMIUM \$400
Posts, stories	Up to 2 per week	Up to 4 per week
Videos/reels (your clips)	4 per month	Unlimited
Show coverage posts	Unlimited	Unlimited
Show coverage reels	4 per show	10 per show
Additional show videos/reels	\$20 each	\$20 each
Ranch Photo Shoots	\$100	\$100
Sale Horse Video Shoots	\$100	\$100

MEANINGFUL RESULTS

Client	Date Range	Date Range	Result
		as of Aug 27, 2024	
Nothing But Blu	First 30 days	Last 90 days	
Reach	5,600	13,600	142%
Interactions	1,400	4,900	250%
Contacts	5	15	200%
New Followers	68	239	251%
Cayley Wilson Performance Horses	First 30 days	Last 90 days	
Reach	32,200	61,000	89%
Interactions	5,900	13,300	125%
Contacts	26	25	
New Followers	229	291	27%
Mathieu Buton Reining Horses	First 30 days	Last 90 days	
Reach	1,400	41,100	2835%
Interactions	1,500	6,100	306%
Contacts	0	48	4800%
New Followers	118	263	122%
KT Equine Ventures	First 30 days	Last 90 days	
Reach	120	19,600	16233%
Interactions	5	1,400	27900%
Contacts	0	12	1200%
New Followers	2	74	3600%
Gillespie Performance Horses	First 30 days	Last 90 days	
Reach	2,600	91,300	3411%
Interactions	38	4,400	11478%
Contacts	n/a	n/a	
New Followers	12	225	1775%
Reyzin Cane	First 30 days	Last 90 days	
Reach	1,500	4,400	193%
Interactions	206	1,300	531%
Contacts	1	2	100%
New Followers	50	64	28%

NB Reining	First 30 days	Current	
Reach	50	3,900	7700%
Interactions	0	508	50800%
Contacts	0	6	600%
New Followers	2	47	2250%

Sensible Solutions Dog Training	First 30 days	Current	
Reach	84	1,600	1804%
Interactions	133	214	60%
Contacts	1	0	
New Followers	42	51	21%