

Media & *Content Services*

Strategy, production, and campaign build for organizations whose work is harder to talk about than most. Emergency medicine, behavioral health, public safety, and the foundations that fund them.

BOOKING NEW ENGAGEMENTS · Q4 2026

WHERE THIS WORK IS DIFFERENT

Regulated subject matter Clinical and tactical content built against current standards of care and reviewed for accuracy before it publishes. Wrong information in this field is not a brand problem.	Sensitive populations Consent architecture, anonymity requirements, and survivor privacy designed into the plan before capture, not solved in the edit.
Public sector fluency Federal, state, and municipal registration, capability formatting, and solicitation response. Built by someone who has run the portals, not read about them.	Systems, not one offs Brand systems and production pipelines that let your team keep producing at volume after the engagement ends.

HOW TO ENGAGE

A By the asset Priced per deliverable. Best when the need is defined and finite.	B By the package Fixed scope, fixed price, fixed date. Best for launches and campaigns.	C By the month Reserved capacity on a standing engagement. Best when content is ongoing.	D By the day Advisory and production days for work that resists fixed scope.
---	--	---	---

MINIMUM Engagements begin at \$2,500. Below that, the planning costs more than the work.

I Production, by the asset

Individually priced deliverables, all built inside a brand system so nothing arrives looking like it came from somewhere else.

Static post, single	\$185
One graphic with caption, built to your brand system and sized for placement.	
Static post, set of ten	\$1,450 \$145 EACH
Carousel, single	\$650
Six to ten frames. Concept, copy, layout, export.	
Carousel, set of four	\$2,200 \$550 EACH
Blog post, 500 to 800 words	\$450
Written and formatted for publication, with a title and meta description.	
Article, general subject matter	\$700
750 to 1,200 words, researched and sourced, with a social pull set.	
Article, clinical or regulated subject matter	\$950
Written against current published standards with citations, and structured so a subject matter expert can verify it quickly.	
Email sequence, three messages	\$1,100
Landing page, copy and build	\$2,200
Deployed and live. Payment or registration handling adds \$700.	
Pitch or capability deck, up to fifteen slides	\$3,200
Brand system build	\$5,500
Type, palette, grid, application rules, and a working template set your team can run without us.	
Capture day, single location	\$3,200 PLUS TRAVEL
Photo and video, with consent handling built into the shot plan.	
Edit and post, set of six short pieces	\$2,400

On single assets. Per item rates apply inside an engagement that meets the minimum, or as additions to a package or standing tier. Sets are priced lower because the thinking is done once and the production is done in a batch.

Packages, fixed scope

One price, one timeline, no hourly surprises. Half due at signing, half on delivery.

Launch \$7,500 · 4 weeks • Brand system build • Twelve launch assets • One landing page • Thirty day content calendar	Campaign \$14,500 · 6 to 8 weeks • Strategy brief and message architecture • Thirty campaign assets • Email sequence and landing page • Sponsor or donor collateral • Performance review at close	Story From \$8,500 • One capture day and one short film at entry • Multi day productions from \$18,000 • Cutdowns and stills library • Consent and privacy protocol design • Usage rights included
--	--	---

III

Standing engagements

Reserved monthly capacity, three month minimum. Unused volume rolls forward one month.

The Monthly Set \$950 / month • Eight assets monthly, six static and two carousels • Produced in a quarterly batch • Delivered scheduled, with captions • One revision round per batch • Email only, no calls • Billed quarterly at \$2,850	Standing I \$4,500 / month • Twelve assets monthly • Monthly written brief • One strategy call • Response within one business day	Standing II \$7,500 / month • Twenty four assets monthly • Email and campaign management • Rolling content calendar • Calls every other week	Standing III \$12,500 / month • Full content operation • Quarterly capture day included • Campaign builds as needed • Weekly calls and direct line • Priority on all scheduling
---	---	--	---

On The Monthly Set. It exists for small operators who need a steady drip of posts and nothing else. Quarterly billing is what makes it possible: batching a quarter of production into one sitting is what keeps the rate low, and it is why there are no calls, no strategy work, and no campaign management at this level. A brand system is required before the first batch; if you do not have one, a template set can be built for \$1,500.

Hybrid arrangements. Any standing tier can carry a project pool alongside it. Work drawn from the pool bills at twenty percent below the rates in section I and can be spent on anything on this menu. This is the most common structure for organizations with steady content needs and unpredictable campaign spikes.

IV

By the day

For work that resists fixed scope, or when you want judgment rather than deliverables.

Strategy and advisory day	\$2,800
Positioning, messaging, campaign planning, or an audit of what you already have. Written summary within two business days.	
Half day	\$1,600
Production day on location	\$3,200 PLUS TRAVEL
Embedded week, five consecutive days	\$11,000
On site or remote. Best for standing something up quickly.	

V

Campaign and fundraising kits

Built for organizations raising against a deadline. Everything ships ready to send.

Fundraising campaign kit	\$5,500
Goal architecture, sponsor tiers, donor one pager, social suite, email sequence, and a tracking sheet.	
Sponsorship deck and tier structure	\$2,500
Event campaign, single event	\$3,800
Registration page, promotional suite, reminder sequence, and recap assets.	
Annual or impact report	\$6,500

VI

Grant and business development

Registration, positioning, and narrative for organizations pursuing public and philanthropic funding.

Capability statement	\$1,800
Formatted to federal convention with NAICS and code alignment.	
Registration and portal setup	\$3,500
SAM.gov, state and municipal vendor portals, and certification filings, handled end to end.	
Foundation or state grant narrative	\$3,500 to \$6,000
Federal grant narrative	\$6,000 to \$12,000
Priced by solicitation complexity, attachment burden, and how much subject matter input your team provides.	
Bid or solicitation response	\$3,000 to \$7,500
Partnership and coalition structuring	Quoted
Multi party agreements between operators, foundations, and fiscal sponsors.	

On contingency. Grant work is never billed as a percentage of an award. Commission pricing conflicts with Grant Professionals Association and Association of Fundraising Professionals ethics standards, and most federal funders prohibit paying application fees from awarded funds. Hourly, flat fee, and retainer only.

TERMS

MINIMUM

Engagements begin at \$2,500.

DEPOSIT

Half at signing on packages and projects. Standing engagements bill on the first.

REVISIONS

Two rounds included on every deliverable. Further rounds at the half day rate.

RUSH

Turnaround inside five business days adds twenty five percent.

TRAVEL

Billed at cost outside Dallas and Fort Worth, estimated in writing before booking.

RIGHTS

Ownership of finished assets transfers on final payment. Raw and project files available for an additional twenty percent.

CONSENT

Releases, anonymity requirements, and privacy protocols are designed into the plan before capture.

MISSION WORK

Rates for 501(c)(3) and veteran service organizations are reviewed case by case against scope and timeline.

Tell us what the work has to do.

Not what you want built. What it has to accomplish, who has to see it, and what you are working against.
Scope follows from that, and you will have a number within a week.

contact@houseoftayloradvisory.com · houseoftayloradvisory.com