



**CAES Grants Estimated Cost Sheet**  
**Office of Communications and Marketing (OMC)**

If you need a deliverable that is not listed on the itemized table, reach out to OMC at [caesomc@uga.edu](mailto:caesomc@uga.edu) to see if bespoke work can be created or strategized with you.

Deliverable	Description	Estimated Cost
Social media copy toolkit with copy and graphics  (full suite: LinkedIn, Twitter, Facebook, Instagram)	The social media toolkit is a bespoke deliverable that caters to your campaign's audience, platforms, and needs. The price is subject to the scope of posts and graphics needed.	\$500-4,000*  *Tiered cost structure if full suite is not needed
Video production and editing	Video production and editing costs depend on scope of need including interviews, location scope, length of video	\$1,000-6,000*  *Depends on video needs
Video script writing and editing	An important part of video production is making sure your script is compelling and on brand. We highly recommend you working with OMC on your video script creation.	\$500-2,000  *Depends on video needs
Brochure / Pamphlet design / One-pager and editing	Two rounds of design edits at most. Copy provided by client and cleaned up by OMC. There is an extra cost if OMC needs to draft substantial copy.	\$ 500-2,000  *OMC can work with your team to determine scope and needs
Large Format Poster	Two rounds of design edits at most. Content provided by client and designed/edited by OMC.	\$ 500-1,000
Press Release Media Advisory	Draft submitted according to word count requirements and one source with one round of revisions at maximum	\$300
News story	Draft submitted according to word count requirements and one or more sources with two rounds of revisions at maximum	\$1/word (Average is \$800)
Webpage design and copy	Discovery for strategy and aspirant websites, keyword research, and copywriting	\$1,000-5,000
Radio/podcast advertising	OMC can work with your team on placing radio and podcast advertisements	Depends on the campaign need and third-party pricing

**Please note:**

- OMC always has kick-off meetings to assess client's needs and guide strategy so that the client is using their communications/marketing resources efficiently.
- OMC can assist and guide the deployment of digital campaigns, and there is no fee for this service. However, OMC does not cover the cost for the implementation of paid campaign.
- All prices above do not include travel and transportation costs
- Design costs do not include the cost of printing