Internal [Beta]
New Ink Media Co.
021726

Business Is Modeled After Evolution [Survival Of The Fittest]

■ = 1 Business Closed Per 1,000 [Data: Mar–20 to Sep–20]

Law Firm
1.6 Per 1.0k Businesses

Architect
2.0

Accountant
2.9

Clothing [W]
24.2 Per 1.0k Businesses

Pizza
25.8

Food Truck
28.1

Body Shop
6.3

Towing
6.5

Contractor
6.6

Home Decor
29.6

Clothing [M]
31.3

Gift Shop
39.4

Plumbing
6.8

HVAC
8.0

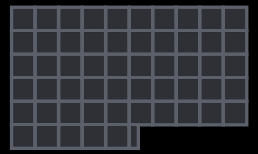
Tree Service
9.0

Auto Repair
9.1

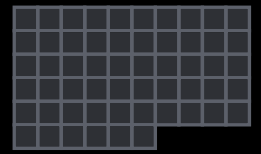
Landscaping
9.5

Roofing
9.9

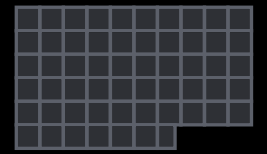
Sandwich
55.3

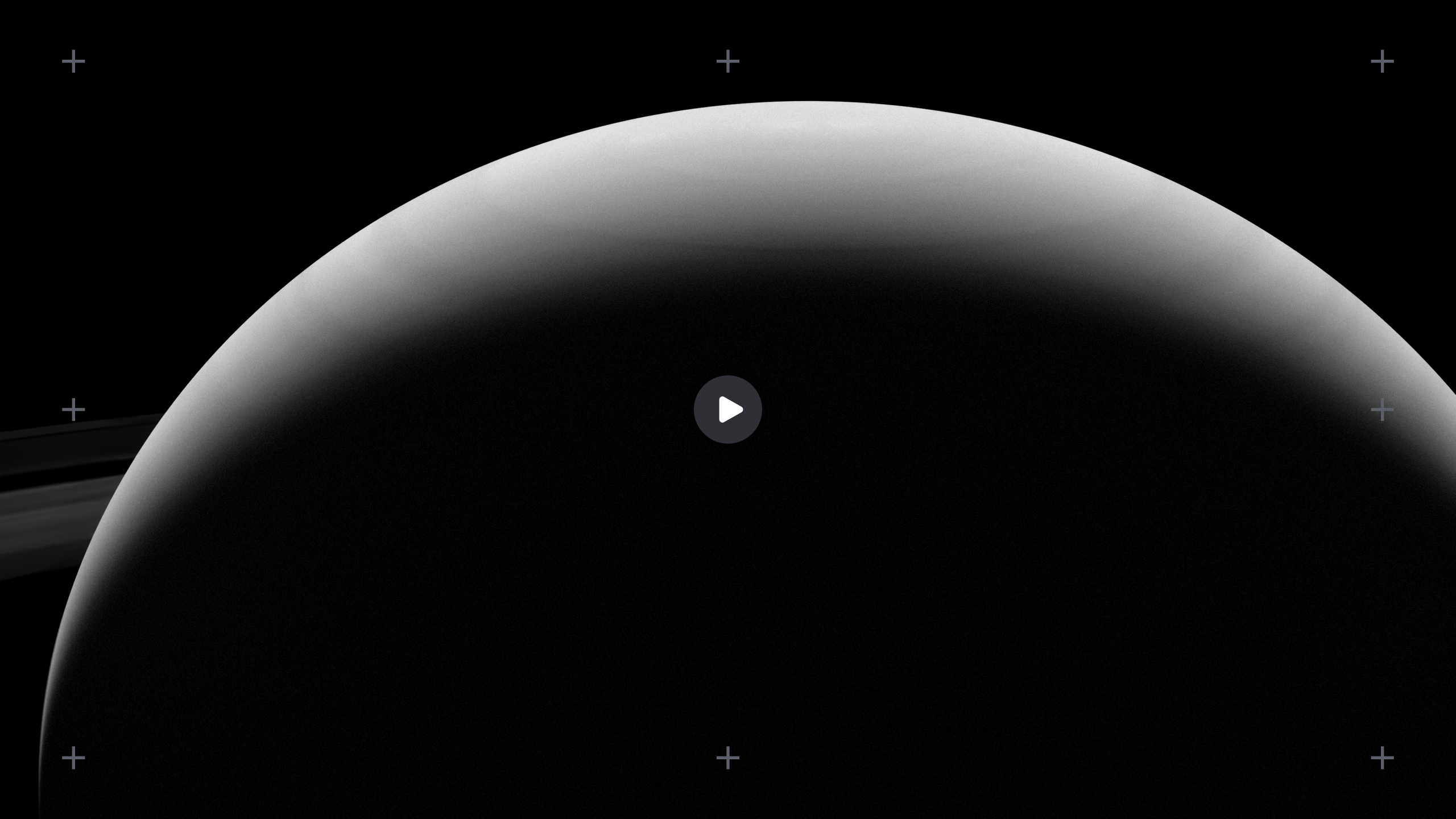


Burger
56.0



Break/Brunch
56.8





01—Intelligent Systems [Product]

We deploy cross-platform identity systems, tactical strategies, and serverless applications for maximum scalability and performance.

02—Decentralized Network [People]

Advanced network of system architects, product designers, and software engineers to provide fast-iteration and continuous improvement.

[Build w/ Intention™]

83—PROJECTS
59—CLIENTS
150K—REVENUE

PLANNING

ANALYTICS

STRATEGY

ACTIVATION

CREATIVE

PRODUCTION

Internal Capabilities + Rate Card

01–Strategic Intelligence

We take an insights-driven approach to strategy, using the latest in data and technology to solve problems with intent and discipline.

02–Identity Systems

We develop cross-platform identity systems that integrate your mission and match unprecedented industrial change.

03–Experience Design

We optimize touchpoints and design multichannel experiences to reach the right person, with the right message, at the right time.

04–Integrated Production

With full production capabilities—we activate ideas and bring concepts to life using design, code, photography, and film.

05–Content Management

Immersed in ethnographic research, we manage and deploy structured content frameworks to deliver focus, purpose, and alignment.

06–Technical Development

We build secure digital products and systems-based solutions to improve operational efficiency and tactical effectiveness.

Standard Operating Procedure

Situation Analysis: Initialize planning with a structured analysis to establish a detailed understanding of operational processes, market segments, and user touchpoints. Source industry benchmarks and model performance with respect to market conditions and competitive dynamics.

Internal Review: Extract insights for internal review. Classify key business and operational decisions according to frequency, risk, and importance. Schedule working session to ensure strategic alignment with short-term [3–5 month] and long-term [3–5 year] objectives.

Tactical Requirements: Determine tactical requirements starting with high-risk and high-important projects. Organize and deliver scope of work including budget, payment terms, timing considerations, and specifications. Secure approval to commence build phase.

Build + Deployment: Review final concepts for approval. Outline steps for activation and/or deployment into production environment. Design measurement matrix and research standards for optimal performance. Define security measures, protocols, and compliance standards as needed.

Decision Sciences: Monitor performance to quantify the efficiency and effectiveness of in-market tactics and/or managed technology. Schedule recurring status to review insights and optimization recommendations for implementation. Provide training and support as required.

Rate Card–01A

[Enterprise, Revenue 1MM+ USD]

01–Strategic Intelligence

Billed Hourly, Net 30	Start 250.00 USD
└ Strategy [Digital, UX/UI, SaaS]	50.00/Hour
└ Market Research [Industry, Competitive]	50.00/Hour
└ Data Modeling [Waldo, R, LTV, MMM, MTA]	85.00/Hour
└ Return Analysis [ROAS, ROI]	65.00/Hour
└ Ethnographic [A–Interview, P–Survey]	125.00/Hour

02–Identity Systems

Billed Hourly, Net 30	Start 750.00 USD
└ Identity Development [Logomark, Wordmark]	85.00/Hour
└ Guidelines [Type, Icon, Color, Layout]	65.00/Hour
└ Positioning [Mission, Ethos]	65.00/Hour
└ Design [Print, Packaging]	65.00/Hour
└ D–Asset Management, D–Storage [A–MBP]	Included

03–Experience Design

Billed Monthly, Net 30	Start 1,000.00 USD
└ Experience Development [Art, Copy]	Included
└ Media Buying + Planning [National, Local]	Included
└ Production [TV, Digital, Print, Radio, OOH]	Add–On
└ Technical Configuration [I–OP]	Add–On
└ Performance Report [KPI, Optimization]	Included

04–Integrated Production

Billed Hourly, Net 30	Start 500.00 USD
└ Copy [Brand, Commercial, Film/TV]	50.00/Hour
└ Design [Bitmap, Vector Data Format]	50.00/Hour
└ Motion Graphics [VFX, Animation, 2D/3D]	85.00/Hour
└ Photography–Film [S–A7RII, I–360]	125.00/Hour
└ Post–Production [D–Edit, 10.00 GB/Hour]	65.00/Hour

05–Content Management

Billed Monthly, Net 30	Start 850.00 USD
└ Information Architecture	Included
└ Platform Management [Organic, x4]	Included
└ Production [D–Copy, D–Image, D–Video, D–Audio]	Add–On
└ Technical Configuration [I–OP]	Add–On
└ Performance Report [KPI, Optimization]	Included

06–Technical Development

Billed Hourly, Net 30	Start 2,500.00 USD
└ Prototyping [UX/UI, Research, 2D/3D]	85.00/Hour
└ Development [HTML, CSS, JS, React, PHP]	150.00/Hour
└ Integration [IMS, OMS, POS, CRM, CI/CD]	125.00/Hour
└ Data Management [Redis, SQL, Object, Edge]	100.00/Hour
└ I–Automation [I–OP, ETL, Python, MCP, IOT]	100.00/Hour

Rate Card–01B

[Standard, Revenue 100k–1MM USD]

01–Strategic Intelligence

Billed Hourly, Net 30	Start 75.00 USD
└ Strategy [Digital, UX/UI, SaaS]	15.00/Hour
└ Market Research [Industry, Competitive]	15.00/Hour
└ Data Modeling [Waldo, R, LTV, MMM, MTA]	25.00/Hour
└ Return Analysis [ROAS, ROI]	20.00/Hour
└ Ethnographic [A–Interview, P–Survey]	40.00/Hour

02–Identity Systems

Billed Hourly, Net 30	Start 225.00 USD
└ Identity Development [Logomark, Wordmark]	25.00/Hour
└ Guidelines [Type, Icon, Color, Layout]	20.00/Hour
└ Positioning [Mission, Ethos]	20.00/Hour
└ Design [Print, Packaging]	20.00/Hour
└ D–Asset Management, D–Storage [A–MBP]	Included

03–Experience Design

Billed Monthly, Net 30	Start 300.00 USD
└ Experience Development [Art, Copy]	Included
└ Media Buying + Planning [National, Local]	Included
└ Production [TV, Digital, Print, Radio, OOH]	Add–On
└ Technical Configuration [I–OP]	Add–On
└ Performance Report [KPI, Optimization]	Included

04–Integrated Production

Billed Hourly, Net 30	Start 150.00 USD
└ Copy [Brand, Commercial, Film/TV]	15.00/Hour
└ Design [Bitmap, Vector Data Format]	15.00/Hour
└ Motion Graphics [VFX, Animation, 2D/3D]	25.00/Hour
└ Photography–Film [S–A7RII, I–360]	40.00/Hour
└ Post–Production [D–Edit, 10.00 GB/Hour]	20.00/Hour

05–Content Management

Billed Monthly, Net 30	Start 250.00 USD
└ Information Architecture	Included
└ Platform Management [Organic, x4]	Included
└ Production [D–Copy, D–Image, D–Video, D–Audio]	Add–On
└ Technical Configuration [I–OP]	Add–On
└ Performance Report [KPI, Optimization]	Included

06–Technical Development

Billed Hourly, Net 30	Start 750.00 USD
└ Prototyping [UX/UI, Research, 2D/3D]	25.00/Hour
└ Development [HTML, CSS, JS, React, PHP]	45.00/Hour
└ Integration [IMS, OMS, POS, CRM, CI/CD]	40.00/Hour
└ Data Management [Redis, SQL, Object, Edge]	30.00/Hour
└ I–Automation [I–OP, ETL, Python, MCP, IOT]	30.00/Hour

+1 312 973 6227
info@newinkmedia.co
newinkmedia.co