

# CONDUIT Rate Card

Q4 2026

Rate Card

# Paid Media

| Monthly Paid Budget               | % of Spend |
|-----------------------------------|------------|
| \$500,000+                        | 4.50%      |
| \$400,000+                        | 5.00%      |
| \$300,000+                        | 5.50%      |
| \$200,000+                        | 6.50%      |
| \$100,000+                        | 7.75%      |
| \$50,000 – \$99,999               | 9.50%      |
| \$20,000 – \$49,999               | 10.99%     |
| \$12,000 – \$19,999               | 11.99%     |
| \$8,000 – \$11,999                | 12.99%     |
| \$4,000 – \$7,999                 | 14.99%     |
| \$2,000 – \$4,000<br>1–2 channels | \$599/mo   |
| Under \$1,999<br>1 channel        | \$399/mo   |

## Total Paid Media Budget:

The **total** monthly budget (spent in the platform) by the account across **all paid media channels** identified below.

All the monthly paid media spent on the platforms below aggregates to give you one single rate across all channels.

## Launch Rates:

Setting the foundation for better results from day one. The launch fee reflects the strategic planning, technical setup, and custom configuration required to build a high-performing campaign environment.

- **Account Setup & Launch:** A one-time setup and launch fee of \$259 per channel applies whenever a new channel is added to an account we manage for the first time.
- **Campaign Setup & Launch:** A one-time setup and launch fee of \$199 per channel applies for each new campaign launched on an existing account.

## Paid Media Channels:

- Google Ads
  - Microsoft Ads
  - LinkedIn
  - Meta
- Pinterest
  - Snapchat
  - TikTok
  - YouTube



# Programmatic

| Channel | Rates       | Minimums         |
|---------|-------------|------------------|
| Display | \$3.99 CPM  | 200k impressions |
| Video   | \$14.99 CPM | 50k impressions  |
| Email   | \$14.99 CPM | 50k sends        |
| Audio   | \$24.99 CPM | 50k impressions  |
| OTT     | \$24.99 CPM | 50k impressions  |

## Channel

We have four different programmatic channels we offer, each of which represents a different visual medium, has their own CPM, and their own minimum monthly campaign size.

## Rates

**Our Programmatic solutions are billed on a CPM basis.** The rate is what you will be charged by Conduit and is conveniently inclusive of all platform expenses, targeting expenses, and Conduit’s management fee.

## Launch Fee(s)

- **Account Setup & Launch:** A one-time setup and launch fee of \$259 per channel applies whenever a new channel is added to an account we manage for the first time.
- **Campaign Setup & Launch:** A one-time setup and launch fee of \$199 per channel applies for each new campaign launched on an existing account

## Creative Fee(s)

A **one-time charge of \$199 is charged on a per-send basis** should your agency use Conduit to produce creative for Email sends

## Rate Card

# SEO/AEO/GEO

## Package level: Rate:

**Essentials:** \$999

**Grow:** \$1,699

**Elevate:** \$2,499

**Custom:** Let's Talk!

*\*Individual add-on services available.  
Three-month quarterly commitments.*

## Launch Fees & Policy

**A one-time charge of \$259** per account will be charged for every package. The baseline audits will be included as part of the deliverables associated with the Launch Fee.

## Quarterly Deliverables Monthly Pricing

**Our SEO model operates on a quarterly execution cadence to prioritize strategy, efficiency, and results.** By working in focused sprints, we eliminate the stop-start nature of monthly SEO/AEO/GEO and deliver higher-impact work with fewer bottlenecks. This structure enables smarter budget utilization, more predictable outcomes, and seamless integration with your broader digital strategy. It's SEO/AEO/GEO that's built to scale with your agency.

## One-Time Custom Audit

**For SEO/AEO/GEO accounts looking to spend more than \$2,499/mo, our Custom Audit is the first step** in determining a custom solution. Our team will perform an audit and based on our findings, create two custom options. The agency/client chooses if they want to proceed and which of the two options they choose.

# SEO/AEO/GEO

| Quarterly Deliverables                                                                    | Essentials               | Grow                     | Elevate                   |
|-------------------------------------------------------------------------------------------|--------------------------|--------------------------|---------------------------|
| GBP Local Performance                                                                     | ✓                        | ✓                        | ✓                         |
| Quarterly Roadmap                                                                         | ✓                        | ✓                        | ✓                         |
| Quarterly Report<br><i>Delivered month 1 of following quarter</i>                         | ✓                        | ✓                        | ✓                         |
| Monthly Narrative<br><i>Narratives for Months 1 and 2 are delivered in Months 2 and 3</i> | ✓                        | ✓                        | ✓                         |
| Local Heat Mapping                                                                        | ✓                        | ✓                        | ✓                         |
| Directories Managed                                                                       | 50+                      | 50+                      | 50+                       |
| Site Sculpting (Technical SEO)                                                            | Level 1<br>up to 5 Hours | Level 2<br>up to 8 Hours | Level 3<br>up to 11 Hours |
| Long Form Content                                                                         | 1                        | 2                        | 3                         |
| Supporting Content                                                                        | 6                        | 12                       | 18                        |
| Monthly Cost:                                                                             | \$999                    | \$1,699                  | \$2,499                   |
|                                                                                           |                          |                          |                           |
| Quarterly Cost:                                                                           | \$2,997                  | \$5,097                  | \$7,497                   |

## Add-Ons:

| Asset                                   | Rates        |
|-----------------------------------------|--------------|
| 18 additional GBP posts quarterly:      | \$79/month   |
| 5 additional keywords in local heatmap: | \$39/month   |
| 10 additional quarterly citations:      | \$79/month   |
| Review Monitoring & Responding:         | \$79/month   |
| Additional Location (1 included):       | \$259/ month |
| Anything else                           | Custom Scope |

| For Essentials                       | Rates       |
|--------------------------------------|-------------|
| 1 additional long form per quarter:  | \$149/month |
| 3 additional blogs per quarter:      | \$149/month |
| 3 additional site hours per quarter: | \$149/month |

# A la carte

|                                                                                                                                                        |                                                                |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|
| <b>Conduit Connection Retainer</b>                                                                                                                     | <b>\$845 per month</b>                                         |
| <b>Account Performance Dashboard</b>                                                                                                                   | <b>\$14.95 per month</b>                                       |
| <b>Strategic Recommendations</b><br><i>2 free with your Connection Retainer</i>                                                                        | <b>First two free!</b><br><i>(\$495 each, after first two)</i> |
| <b>Account Setup &amp; Launch Fee:</b><br>A one-time fee per channel applies when a new advertising channel is added to an account for the first time. | <b>\$259 per channel</b>                                       |
| <b>Campaign Setup &amp; Launch Fee:</b><br>A one-time fee applies for each new campaign launched on existing or previously established account.        | <b>\$199 per channel</b>                                       |

**Conduit Connection Retainer:**

The Conduit Connection Retainer provides access to all aspects of your Conduit Digital partnership, including a dedicated Account Manager, full suite of services, Agency Hub, massive collateral library, two Strategic Recommendations, monthly call, and so much more.

**Account Performance Dashboard:**

Our proprietary and completely White-Labeled Reporting Dashboard provided at the account level. The Account Performance Dashboard is state-of-the-industry and includes holistic data across all live channels updated multiple times daily!

**Strategic Recommendation:**

Bring us the opportunity, we'll help you close it! Our Strategic Recommendations deliver recommended suggested Channels and budget distribution along with campaign strategy, audiences and creative suggestions based on the client's overall budget and business goals.

**Account and Campaign Setup & Launch Fees:**

Agency acknowledges that a successful campaign launch requires precise tracking implementation, optimized targeting configuration, and a seamless technical rollout, and that such work establishes the foundation for campaign performance. Accordingly, the following one-time fees shall apply, reflecting the strategic planning, technical setup, and custom configuration required to establish a high-performing campaign environment:

- Such fees are non-recurring, are due upon initiation of the applicable setup work, and are separate from and in addition to any ongoing management or media fees set forth elsewhere in this Agreement.

## RATE CARD

# Billing Overview

### Paid Media

With our Paid Media, **the budget you request on the IO is exactly what will run in the platform.** Want to run \$5,000 of Meta ads? Submit that dollar amount on the IO and that's what will go directly in the platform. \$3,000 of Google Ads? Same exact deal. The budget from the order goes directly in the platform and the associated management fee is billed on top. In the case of the \$5,000 Meta order, a \$749.50 management fee (14.99%) will be charged for the \$5,000 that is run in the platform.

**Platforms Included:** Google Ads, Microsoft Ads, Meta, TikTok, Snapchat, Pinterest, LinkedIn, YouTube, Spotify, Custom Display, Custom Video, Custom OTT, Custom Audio.

### Programmatic

With Programmatic, **impressions are the main deliverable.** When you go to submit an IO for a Programmatic solution, impressions (or sends for Email) are what you'll be submitting and will be what the campaign paces towards. You will be billed based on a net CPM associated with that product. For example, let's say you have a client that wants to run Programmatic OTT. You would sell them on a certain number of OTT impressions at whatever CPM you determine is best. In this scenario, say they want 200,000 impressions (or commercials). Your charge from us would be \$4,998 (200,000 impressions at our \$24.99 net CPM). When the campaign is started, the client will receive 200,000 OTT impressions.

**Platforms Included:** Programmatic Display, Programmatic Video, Programmatic OTT, Programmatic Audio, Email.

### SEO/AEO/GEO

Our SEO/AEO/GEO **billed on a flat rate** associated with a determined set of deliverables. We work our deliverables on a Quarterly basis which are fully mapped out by month. Our Quarterly plans are broken down and billed for monthly payment.

**Platforms Included:** SEO/AEO/GEO