

PROFESSIONAL SERVICES

COMMUNICATIONS • PUBLIC INVOLVEMENT • DESIGN

+1 202.900.6692 hello@gaeluna.com www.GaelLuna.com

COMMUNICATIONS

WRITING & TRANSLATION

COPY WRITING AND EDITING *\$40/hour*
Available in English and Spanish

TRANSLATION *\$30/hour*
Translation is available for the following languages:

- Arabic
- Catalan/Valencian
- Chinese
- English (US)
- French
- German
- Hindi
- Portuguese
- Russian
- Spanish
- Tagalog
- Ukrainian
- Urdu
- Vietnamese

SOCIAL MEDIA

CONTENT STRATEGY DEVELOPMENT *\$60/hour*
Includes collaborative development of content strategy, narrative development, production, and release planning, and a detailed content calendar if needed.

SOCIAL MEDIA MANAGEMENT *\$30/hour*
Includes posting, scheduling content, stakeholder engagement, sentiment monitoring, and reporting.

INFLUENCER MARKETING MANAGEMENT *\$60/hour*
Includes identification of appropriate influences, development of marketing plan with influencers, management influencer relationships and reporting.

ENGAGEMENT

HOTLINE MONITORING *\$25/hour*
Includes live answering of calls or live responses to voice messages during regular working hours in your timezone.

HOTLINE IVR SETUP *\$30/hour*
Includes setup of a multi-tier hot line menu, call routing, uploading of audio messages, voicemail forwarding, and testing.

PHONE-BASED OUTREACH *\$40/hour*
Includes outbound and inbound calls with stakeholders during planning and execution of public involvement.

PUBLIC PARTICIPATION EVENT PLANNING *\$60/hour*
Includes virtual/physical venue identification, scheduling venues, speakers, vendors, and auxiliary services such as audio/video, and interpretation.

VIRTUAL PUBLIC MEETING FACILITATION *\$60/hour*
Includes meeting facilitation, presentation management, management of RSVPs and participation during the meeting, taking questions from participants, recording, and post-meeting reporting.

RESEARCH & PLANNING

ENVIRONMENTAL JUSTICE & CIVIL RIGHTS

NEPA, EJ & LEP ANALYSIS *\$70/hour*
Includes use of census and other available data to identify EJ and LEP populations within a project area, representative charts and map graphics, and preparation of a report outlining compliance requirements based on assessment results.

EQUITY AND ACCESSIBILITY ANALYSIS *\$70/hour*
This service expands on the NEPA, EJ and LEP Analysis by identifying populations requiring special attention to ensure equitable participation and providing reporting and recommended courses of action for ensuring equitable representation in participation and data collection. Includes development or assessment of public involvement, communication and event plans to identify opportunities to improve language, disability, and socioeconomic accessibility.

PUBLIC PARTICIPATION PLANNING *\$70/hour*
Constraints analysis and research for preparation of public participation plans. This includes identification of general and political constraints, preparation of stakeholder lists, time line development for delivery of public participation objectives, and accompanying maps and graphics.

CREATIVE

DESIGN

GRAPHIC DESIGN *\$50/hour*

- Advertisements
- Brand Graphic
- Construction Maps
- Infographics
- QR Codes
- Social media graphics
- UI/Product Mockup
- Website collateral

LAYOUT DESIGN *\$50/hour*

- Business cards
- Calendars
- Construction Notices
- Greeting cards
- Information Booklets
- Marketing Materials
- Media Kits
- Informational Fliers
- Templates
- Presentations
- Reports
- Proposals
- Text/graphic stamps

MERCHANDISE & PROMOTIONAL ITEMS *\$50/hour*
Optional estimating sourcing and order management available.

- Apparel
- Bags
- Bedding
- Calendars
- Drinkware
- Face masks
- Magnets
- Mats
- Mouse pads
- Ornaments
- Packaging
- Phone Cases
- Rugs
- Stationary
- Towels
- Vinyl Stickers
- Writing implements
- and much more!

WEB DESIGN & DEVELOPMENT

\$60/hour

- Animation
- Contact Forms
- Custom post types
- eCommerce Sites
- Milti-page website
- Mobile-first design
- Responsive design
- Security and 2FA
- Site Management
- Paid Content
- WordPress

MARKETING

PRINT AND PHYSICAL ADVERTISING

\$70/hour

Includes concept design, collateral, placement research, pricing, and coordination of placement. This is ideal for news, magazine, bus shelter, wrap, car-top, and billboard advertisements.

VIDEO ADVERTISEMENT DEVELOPMENT

\$70/hour

Includes narrative and concept development, researching and contracting of professional services, site identification and scheduling, placement research and coordination. This is ideal for advertising on television, streaming, and online video platforms.

DIGITAL AD TARGETING DEVELOPMENT

\$60/hour

Includes assessment of communication objectives and research to identify an ideal targeting strategy.

DIGITAL ADVERTISING MANAGEMENT

\$40/hour

Includes deployment of digital advertising campaigns, monitoring, reporting, a targeting refinement during the campaign.

AUDIO & VIDEO

VOICE OVER

\$40/hour

Custom voice over for promotional and information videos, voicemail and IVR systems, and audio books. Includes editing and revisions.

PODCAST & RADIO HOSTING

\$50/hour

Voice talent for radio and podcast programs.

PODCAST PRODUCTION

\$50/hour

Includes live and pre-recorded production, programming, scheduling guests, run sheets, and web collateral.

AUDIO EDITING

\$40/month

Includes audio mastering, insertion of intro/outro audio, editing commercial spots, breaks, audio drops, and other recorded content.

LIVE PODCAST & RADIO SIMULCAST ENGINEERING

\$50/hour

Includes management of live audio channels, drops, breaks, call handling, and broadcast monitoring.

VIDEO EDITING

\$60/hour

Includes basic editing of informational videos, chroma keying, color grading, transitions, and lower thirds, text and title overlays.

MOTION GRAPHICS

\$60/hour

Includes template-based intro/outro motion graphics, text animations, custom transitions, and basic animations.

FLAT-RATE SERVICES

HOTLINES

HOTLINK WITH VOICEMAIL & SMS

\$9/month*

Includes setup of a single line with forwarding, emailed voicemail, and live answering scheduling.

*Additional fees:

- \$0.20/SMS
- \$0.20/min (Fewer than 3 lines)
- Free/min (4 or more lines)

INTERACTIVE HOTLINE WITH IVR

\$9/month*

Includes setup of a multi-tier interactive voice menu, call and voicemail routing, multilingual menus, sequential call routing, reporting on caller interactions, and emailing or forwarding of calls to specific recipients based on menu choices.

*Additional fees:

- \$0.20/SMS
- \$0.20/min (Fewer than 3 lines)
- Free/min (4 or more lines)

DIGITAL SERVICES

WEB HOSTING

\$5.00/site/month

Includes managed hosting of your website with 99% up time, email hosting, professional email addresses and forwarding, CDN, staging environments, and security.

DOMAIN NAMES

Varies/per year (Typically less than \$20)

Includes purchase and renewal of domain names for your website, sub-domains, forwarding, and DNS configuration.

VIRTUAL MAILBOX

SCANNING MAIL

\$2.25/piece (up to 10 pages)

Includes scanning of letters and documents and forwarding to a designated recipient

FORWARDING

varies/piece

Includes forwarding of physical mail pieces to a final address.

STANDARD DISPOSAL

Free

Includes disposal of mail pieces and recycling when applicable.

SECURE DISPOSAL

\$2.25/piece (up to 10 pages)

Includes secure shredding and destruction of mail pieces.