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August 2026	Comprehensive Price Sheet
Prepared by	Prepared for
Vladislav Usatii	Clients & Partners

COMPREHENSIVE PRICE SHEET

Version: August 2026

USATII MEDIA is software-first. We build operations and marketing platforms to unify and scale rote work. We talk the talk: our marketing arm delivers real deliverables for clients. For example, we helped Tim Wijaya amass 10,000 followers in 2 months, with over 500,000 views.

Our pipeline is simple:

1. Identify the company/founder's workflow, including all rote work
2. Build a software system to automate the pipeline while delegating all manual verification work to the right human.
3. Use LLMs in places where robustness matters, but a human is unnecessary.
4. Use the pipeline to deliver real results, particularly within marketing (leads, conversion, etc.) or operations (revenue, etc.).

Our commercial model:

1. Build the asset or system.
2. Adapt it to the channels or workflows where it will operate.
3. Run the workflow for the client when managed service is requested.
5. Transfer more of the operation in-house when the client wants to own the execution.

Pricing Rules

Fixed-price deliverables and systems are priced by scope. \$45/hour is the standard open-ended development, maintenance, integration, and change-request rate for software.

Volume pricing applies only to the stated package.

Cross-platform work is additive because one master asset can require different copy, crops, metadata, UI treatment, scheduling, QA, and analytics on each channel.

Perpetual software licensing is separate from Usatii's managed-service labor.

Third-party expenses such as LLMs are handled by the client unless a proposal explicitly includes them.

One standard revision round is included on fixed creative deliverables unless otherwise scoped. Additional revisions are billed at \$45/hour.

Prices below are standard rates. Enterprise procurement, unusual compliance requirements, high-volume support, rush work, and unusually complex implementations are quoted separately.

MARKETING & CREATIVE

Short-Form Video Editing

Standard definition: one finished short-form video, up to 45 seconds, edited from client-supplied or previously captured footage, with standard captions, basic motion treatment, audio cleanup, and one standard revision round. USATII MEDIA is currently developing an automated video editing suite. Requesting us to handle creative work is a fancy way of calling yourself a design partner. We'll try to embed you into the process. Eventually, the software will be good enough to handle rote work for you and can be sold separately.

Quantity	Unit Price	Package Total	Savings vs. \$75 Each
1	\$75	\$75	—
10	\$65	\$650	\$100

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Quantity	Unit Price	Package Total	Savings vs. \$75 Each
20	\$55	\$1,100	\$400
30	\$50	\$1,500	\$750
31+	Custom	Custom	Quoted by workflow

Scaling rule

The video pack pays for the master assets and does not include unlimited distribution to every social platform.

If a 30-video pack is deployed to five channels, that creates up to 150 channel-level publishing actions.

Platform operations are priced separately in Section 5.

Other Available Deliverables

Deliverable	Single	10-Pack	20-Pack	30-Pack
Short-form script/hook package	\$35	\$300	\$500	\$675
Written social post	\$45	\$350	\$600	\$825
Branded static graphic	\$60	\$500	\$900	\$1,200
Designed carousel	\$125	\$1,000	\$1,800	\$2,400
Thumbnail/cover	\$50	\$400	\$700	\$900
Voiceover from approved script	\$40	\$350	\$600	\$825

31+ pieces: custom quote. Large-volume orders are scoped around workflow complexity rather than applying the lowest listed unit rate indefinitely.

Founder-Led Content Strategy & Scripting Layer

This layer is used when USATII is responsible for helping determine what gets made, not merely editing supplied instructions.

Monthly Master-Asset Volume	Strategy & Scripting Fee
Up to 10	\$300/mo
Up to 20	\$500/mo
Up to 30	\$600/mo
31+	Custom quote required

Includes content-calendar planning, hook development, lightweight scripting/outline work, sequencing, and monthly performance-informed adjustments. Deep research, technical writing, executive ghostwriting, or regulated subject-matter review may be quoted separately.

Multi-Platform Distribution & Channel Operations

For each managed channel:

Monthly channel cost = channel base fee + (master assets published to that channel × per-asset adaptation fee)

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The base fee covers account operations, calendar/scheduling, publishing workflow, routine QA, channel-level analytics, and operational upkeep. The per-asset fee covers the incremental work created by each channel-specific rendition: caption/copy treatment, metadata, crop/layout adjustments where needed, upload/publish handling, and channel QA.

Channel Pricing Matrix

Channel	Base/Mo	Per Asset	10 Assets	20 Assets	30 Assets	OASIS
Instagram	\$175	\$10	\$275	\$375	\$475	Native
TikTok	\$175	\$10	\$275	\$375	\$475	Native
YouTube/Shorts	\$175	\$10	\$275	\$375	\$475	Native
LinkedIn	\$225	\$15	\$375	\$525	\$675	Native
Facebook	\$125	\$10	\$225	\$325	\$425	Native
X	\$200	\$15	\$350	\$500	\$650	Native
Threads	\$125	\$10	\$225	\$325	\$425	Native
Reddit	\$250	\$15	\$400	\$550	\$700	Native
Pinterest	\$125	\$15	\$275	\$425	\$575	Native
Google Business Profile	\$125	\$15	\$275	\$425	\$575	External
Bluesky	\$100	\$10	\$200	\$300	\$400	Native
Discord	\$150	\$10	\$250	\$350	\$450	External
Quora	\$175	\$15	\$325	\$475	\$625	External
WhatsApp Business	\$200	\$20	\$400	\$600	\$800	Native

Native means the channel is represented in the current OASIS product/integration model. External means USATII may manage the channel alongside OASIS but should not represent it as a native OASIS integration unless the product adds that integration.

OASIS Social Operations Software

OASIS Configuration	Price
Business (2 users minimum)	\$200/mo
Business (3 users)	\$300/mo
Business (5 users)	\$500/mo
Business (10 users)	\$1,000/mo
Additional Business users	\$100/user/mo
Enterprise	Custom

OASIS Implementation & Administration

Service	Price
Standard workspace onboarding	\$750 one-time

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Service	Price
Existing USATII managed-marketing client onboarding	\$250 one-time
Custom workflows/integrations	\$45/hr or fixed quote
Enterprise rollout/procurement support	Custom

For a managed multi-platform engagement that uses OASIS, the standard commercial assumption is at least the **2-user Business minimum: \$200/month**. OASIS licensing is a line item.

Community Management

Community work is priced separately from ordinary publishing because response volume can scale independently of content volume.

Level	Price/Channel/Month	Standard Scope
Monitoring	\$250	Monitor comments/mentions and flag items requiring action
Managed Engagement	\$500	Routine replies, engagement, routing, and escalation
High-Volume Community	\$1,000+	High response volume, structured queues, escalation rules, active moderation
Regulated/SLA-Based Response	Custom	Approval paths, response SLAs, evidence, governance

Applies to social channels and communities such as Reddit, Discord, Quora, Instagram, LinkedIn, X, Facebook, and similar environments.

SEO & Search Visibility

SEO retainers cover search strategy, technical work, optimization, measurement, and ongoing search operations. Net-new articles, landing pages, graphics, or video assets are billed separately unless a proposal expressly bundles them.

Service	Price
Technical SEO baseline/audit/indexing setup	\$1,000 one-time
Local SEO	\$1,250/mo
Growth SEO	\$2,500/mo
Multi-Market/Multi-Location SEO	\$4,000/mo
Enterprise Search Program	\$6,000+/mo
Additional managed location	\$250/mo
Search architecture/keyword map	\$750 one-time
Standalone SEO landing/service page	\$250
Long-form search article	\$300

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Paid Acquisition (Ads)

Our unit economics are simple: Management fee = \$450/month + 20% of managed ad spend. If the client pays Meta, Google, LinkedIn, TikTok, or another ad platform directly, USATII invoices only the management fees.

WEBSITES & GROWTH INFRASTRUCTURE

Website Builds

The optional four-payment schedule are financing options of the same build price.

Website/Platform	Project Price	4-Payment Option
Focused landing page	\$2,000	Custom
Dynamic business website	\$4,000	4 × \$1,000
Full-stack public web platform	\$12,000	4 × \$3,000
Enterprise public platform	\$40,000+	Custom

Typical scope may include custom design, responsive implementation, conversion architecture, analytics instrumentation, search-ready structure, forms/intake, integrations, and deployment. Complex content migrations, large catalogs, regulated workflows, advanced accessibility remediation, third-party licensing, and custom backend systems may increase the project price.

Website Care & Growth Operations

Service	Price
Hosting administration + basic maintenance	\$150/mo
Managed website care	\$350/mo
Growth website operations	\$750/mo
High-change commercial web operation	\$1,500+/mo
Open-ended development/changes	\$45/hr

Infrastructure charges from hosting/CDN/database vendors are separate unless explicitly included.

CUSTOM SOFTWARE & OPERATIONS SYSTEMS

Development Rate

Work Type	Rate
Open-ended custom development	\$45/hr
API/integration work	\$45/hr
Existing-system modifications	\$45/hr
Automation development	\$45/hr
Maintenance development	\$45/hr
Out-of-scope change requests	\$45/hr
Growth/executive consulting	\$850/hr

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USATII's AI-assisted development process can reduce implementation time materially. That efficiency is reflected in faster delivery, iteration capacity, and competitive fixed project pricing—not by giving away the economic value of a finished operating system.

16. Systems Mapping & Software Foundation

Component	Price
Systems mapping/implementation specification	\$1,500
Core custom operations-platform foundation	\$7,500

The foundation generally covers the reusable application layer needed before business-specific modules are added: organization/user model, authentication, core permissions, database/application structure, basic auditability, administration, deployment, and the initial product interface. The \$1,500 systems-mapping fee is credited toward **\$15,000+** implementation projects when stated in the proposal.

17. Operations Software Module Matrix

The following are **incremental starting prices when added to a shared USATII platform foundation**. Shared infrastructure is not rebuilt and charged repeatedly.

Module	Starting Price
Lead intake/CRM	\$2,000
Projects/tasks/work orders	\$1,000
Inventory/materials/asset tracking	\$1,000
Quotes/estimates/proposals	\$3,000
RFQ/bid/procurement workflow	\$1,000
HR/employee management	\$2,000
Timecards/attendance/payroll export	\$1,000
Training/LMS	\$1,500
Executive dashboard	\$1,000
Customer/client portal	\$16,000 for the full portal as a bundle; includes everything listed in this table
Vendor/subcontractor portal	\$4,000
Document/approval workflow	\$3,000
Automated notifications/workflow rules	\$1,500+
External API integration	\$1,500+ each
PBX/call routing/intake communications	\$5,000+
AI summaries/search/operational assistant	\$3,500+
Advanced analytics/reporting	\$4,000+
Mobile/PWA field interface	\$5,000+
Native or cross-platform mobile application	\$15,000+
SSO/advanced RBAC/security controls	\$5,000+

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Module	Starting Price
Compliance/audit-evidence infrastructure	\$5,000+

These are starting prices, not promises that every implementation of a named module has identical scope. These bands provide a commercial shorthand for systems composed from the shared foundation and modules above.

System Class	Typical Project Price
Focused workflow automation	\$5,000–\$10,000
Operations Starter/small internal system	\$10,000–\$20,000
Department operating system	\$15,000–\$30,000
Cross-department Business OS	\$30,000–\$60,000
Advanced business platform	\$50,000–\$100,000
Enterprise/institutional implementation	\$75,000+

Where ranges overlap, the quote is determined by actual workflow count, data model complexity, integrations, security requirements, migration burden, deployment model, and support obligations.

Marketing Design Partner Examples

10 Videos/3 Channels

Channels: Instagram + TikTok + LinkedIn

Component	Monthly
10 short-form master videos	\$650
Strategy/scripting layer	\$350
OASIS Business (2 users)	\$200
Total	\$1,200/mo

20 Videos/4 Channels

Channels: Instagram, TikTok, LinkedIn, YouTube Shorts

Component	Monthly
20 short-form master videos	\$1,100
Strategy/scripting layer	\$450
OASIS Business (2 users)	\$200
Total	\$1,750/mo

30 Videos/5 Channels

Channels: Instagram, TikTok, YouTube Shorts, LinkedIn, X

Component	Monthly
30 short-form master videos	\$1,500

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Component	Monthly
Strategy/scripting layer	\$600
LinkedIn and X extension	\$450
OASIS Business (2 users)	\$200
Total	\$2,750/mo

Full Growth-System Examples

Growth Content & SEO

20-video/4-channel managed content system:

- Managed content system: **\$3,400/mo**
- Growth SEO: **\$2,500/mo**
- **Combined recurring fee: \$5,900/mo**

Scale Content, SEO, & Website Operations

30-video/5-channel managed content system:

- Managed content system: **\$5,050/mo**
- Growth SEO: **\$2,500/mo**
- Growth website operations: **\$750/mo**
- **Combined recurring fee: \$8,300/mo**

Scale Growth System with \$5,000 Paid Media

- Scale content system: **\$5,050/mo**
- Growth SEO: **\$2,500/mo**
- Growth website operations: **\$750/mo**
- Paid-media management on \$5,000 spend: **\$1,450/mo**
- Media spend: **\$5,000/mo**
- **Total monthly cash requirement: \$14,750**
- Of that amount, **\$5,000 is media spend**, not USATII service revenue when the client pays the ad network directly.
- USATII service/software fees in this example: **\$9,750/mo**

COMMERCIAL TERMS

Creative

- Short-form pricing assumes an established editing workflow and usable source material.
- Filming, travel, studio rental, actors/talent, advanced animation, premium licensing, and major reshoots are separate.
- Volume packages are intended to create production efficiency. A client cannot purchase a 30-pack and split it into unrelated high-complexity projects while retaining the same unit economics without approval.

Multi-Platform Work

- An "asset" is the core piece of content before channel adaptation.
- The same asset deployed to four channels counts as four platform renditions for channel-operations pricing.
- If an asset is not published to a given channel, that channel's per-asset adaptation charge does not apply.
- Channel base fees remain active while USATII is responsible for the channel's operations during that month.

Software

- Fixed-scope software is quoted at project value.
- The \$45/hour rate applies to open-ended work, additions, maintenance, changes, and work explicitly sold hourly.

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- Third-party API, infrastructure, telephony, payment-processing, model-inference, and licensing costs are separate unless included in writing.
- Custom software scope must identify data migration, integrations, roles/permissions, reporting, mobile requirements, security obligations, and acceptance criteria.

Paid Media

- Ad spend is economically separate from USATII's fee.
- Client-direct media payment is preferred where practical.
- If USATII fronts media, the invoice explicitly separates media budget from management economics.

Taxes & Procurement

- Prices exclude applicable sales/use taxes unless otherwise stated.
- Government, public-sector, higher-education, or enterprise procurement requirements can change implementation and support pricing.
- Long-term agreements, large guaranteed volumes, or multi-department rollouts may receive custom commercial terms.

USATII Positioning

1. **BUILD** USATII builds the infrastructure: websites, OASIS deployments, CRM/intake, analytics, workflows, PBX, portals, databases, automations, and custom operating systems.
2. **DESIGN** USATII acts as the design partner: brand systems, UI/UX, content, creative, messaging, conversion architecture, and communications workflows.
3. **OPERATE** USATII can run the resulting machine: editing, publishing, SEO, paid acquisition, community management, reporting, intake workflows, optimization, and operational support.
4. **TRANSFER** Clients can progressively bring execution in-house without discarding the infrastructure already built for them.