



SERVICE CATALOG & PRICING GUIDE

Every Service. Every *Variant*. One Price List.

A comprehensive cost catalog for small businesses across Washington DC, Virginia, and Maryland — priced below the cheapest credible competitor in the market.

Web · App · Photo · Video · Audio · Brand · SEO

From a single-page site to a fully-staffed launch — pick exactly what you need, see exactly what it costs, and know you're paying 20% less than anyone in the DMV would quote you for the same scope of work.

— potomacmediahouse.com

DC
DISTRICT

VA
VIRGINIA

MD
MARYLAND

-20%
BELOW FLOOR

PREPARED FOR CLIENT USE
POTOMAC MEDIA HOUSE, LLC
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HOW THIS CATALOG WAS BUILT

The **-20%** rule.

Every price in this catalog is set against a specific, verifiable DMV competitor — not a guess. Here is exactly how the rule was applied and what to communicate when a prospect asks.

THE PRICING RULE

Potomac Media House prices are set at **20% below** the lowest commonly published or quoted price from a credible Washington DC, Virginia, or Maryland competitor for a comparable scope of work.

01

Credible competitors only

"Cheapest competitor" means a real local agency, studio, or experienced freelancer with a portfolio — never bottom-feeder \$5 Fiverr gigs that deliver template rework.

02

Anchored to the floor

Most DMV agencies start at \$5,000–\$10,000. Our anchors are the budget-tier shops, transparent freelancers, and DMV-based specialists that publish their prices.

03

Starter prices, not ceilings

The numbers in this catalog are the floor for the simplest comparable scope. Custom, complex, or oversized work is always quoted individually after a scope call.

04

Quarterly re-validation

Anchor competitor prices are re-surveyed every six months. When the DMV floor moves, our prices move with it — always 20% below.

Anchor Competitors

Lloyd David Studio	Fairfax, VA · \$995 starter site + \$49/mo all-in care · primary DMV web-floor anchor
Succeeding Small	DC · \$2,500 7-day website program · mid-floor benchmark for fast-turnaround builds
Third Marble Marketing	Local SEO from \$499/mo · primary DMV local-SEO anchor
Samantha Digital	Northern VA · low-end SEO and web build benchmark
Lincoln Photography	DC · \$205/hr event photography · DMV photo-hour anchor
InVision Events	\$300/hr photo + \$250/hr video add-on, \$2,000 day rate
Visuals by Joshua	DMV pricing guide · \$150–\$400/hr event range anchor
Tyson's Headshots / C King Media	DMV corporate headshot & event-photo specialists (\$295–\$350/hr)
Umedia Services	Drone real estate photo from \$119 · DMV drone anchor
Thumbtack DC	Logo tiers \$200 / \$350 / \$550 / \$850 · DMV graphic-design anchor
Node Blox & Simpalm	VA app-development MVP floor (~\$7,000) · DMV app anchor

INDUSTRY BENCHMARKS

Where we sit in the *market.*

National U.S. ranges so the team can credibly answer "Why are you cheaper?" and "Is this normal?" — and so prospects can see that PMH consistently sits below the DMV floor without sliding into low-quality offshore territory.

CATEGORY	U.S. NATIONAL RANGE	DMV POSITION	PMH POSITION
Small business site (5–10 pages)	\$500 – \$15,000	10–25% above national avg	Below DMV floor
Custom business website	\$2,000 – \$25,000	Floor ~\$3,000–\$5,000	At/below DMV floor
E-commerce site	\$1,250 – \$50,000	Floor ~\$2,495	\$1,995 starting
Hourly web designer rate	\$25 – \$250	\$75–\$250 typical	\$48–\$60/hr equivalent
Local SEO monthly	\$300 – \$5,000	Floor \$395–\$499/mo	\$315/mo entry
National SEO monthly	\$1,000 – \$10,000+	\$1,000–\$5,000 standard	\$800/mo entry
Social media (1 platform)	\$300 – \$3,000/mo	Floor ~\$500/mo	\$400/mo
Website maintenance	\$35 – \$4,500/mo	\$50–\$500/mo	\$39/mo entry
Shared hosting	\$3 – \$15/mo	Same	\$4/mo standalone
Logo design (freelance)	\$50 – \$2,500	DC tiers \$200/\$350/\$550/\$850	\$160 entry
Brand identity package	\$500 – \$5,000	\$850–\$1,500 floor	\$680 entry
Event photography per hour	\$150 – \$700	\$150–\$500 (floor \$150)	\$120/hr
Real estate photo per listing	\$150 – \$900	\$150–\$400 basic	\$120 per listing
Headshot, corporate on-site	\$100 – \$400	\$150–\$295	\$120/person + session
Promo video (60-sec finished)	\$1,000 – \$10,000	Starts ~\$1,500	\$1,200
Video editing per finished min	\$50 – \$500	Floor \$80–\$100/min	\$80/min
Drone real estate photo	\$50 – \$400	From \$119	\$95
Podcast editing per episode	\$50 – \$500	Floor \$50–\$100	\$80/episode
Voiceover 1-min commercial	\$30 – \$600	Floor \$30–\$50	\$40
Copywriting per word	\$0.10 – \$1.00	\$0.10–\$0.30 freelance	\$0.08–\$0.12 entry
Consulting hourly	\$75 – \$300	\$75–\$200	\$60/hr

THE TAKEAWAY

PMH sits *below the DMV "cheapest credible" tier* across every line item — while staying above pure-offshore Fiverr rates that deliver template rework rather than real custom work. That's the sweet spot to communicate.

Section 01

Website Design & Development

Every common website variant priced — from a one-page static brochure to a 500-product custom e-commerce store. Pick a base tier, then layer add-ons from Section 03 to build a complete quote.

1A · Static & Brochure Websites

Hand-coded or builder-based

Polished online presence sites where content rarely changes — ideal for a hairdresser, attorney, or small business that just needs to look professional online.

VARIANT	CHEAPEST DMV COMPETITOR	PMH PRICE	TYPE
1-page static (about-only)	~\$500 (DMV freelancers, Pangea/Bark)	\$400 -20%	ONE-TIME
3-page static	~\$750 (DMV freelancers)	\$600 -20%	ONE-TIME
5-page static brochure	\$995 (Lloyd David Studio)	\$795 -20%	ONE-TIME
10-page static	~\$1,800 (DMV budget shops)	\$1,440 -20%	ONE-TIME
Multi-page static (15–20 pages)	\$2,500 (Succeeding Small)	\$2,000 -20%	ONE-TIME

1B · Dynamic Websites (WordPress / CMS)

Client can self-edit

WordPress, Webflow, or similar CMS sites where the client can log in and edit content themselves. Pair with maintenance plan from Section 05.

VARIANT	CHEAPEST DMV COMPETITOR	PMH PRICE	TYPE
5-page WordPress site	\$995 + \$49/mo (Lloyd David)	\$795 + \$39/mo -20%	BOTH
10-page WordPress site	~\$2,000 (DMV budget agencies)	\$1,600 -20%	ONE-TIME
15–20 page WordPress site	\$2,500 (Succeeding Small)	\$2,000 -20%	ONE-TIME
Pay-monthly all-in-one (no upfront)	\$99/mo (DMV "site-as-a-service")	\$79/mo (12-mo min) -20%	MONTHLY

1C · Template vs. Custom-Coded

Build approach options

Template = builder/theme-based (faster, cheaper). Custom-coded = bespoke design and build (slower, more flexible, higher quality ceiling).

VARIANT	CHEAPEST DMV COMPETITOR	PMH PRICE	TYPE
Template-based (Elementor/Divi)	\$995 – \$2,500	\$795 – \$2,000 -20%	ONE-TIME
Semi-custom (custom theme on WP)	~\$3,500 (Samantha Digital low end)	\$2,800 -20%	ONE-TIME
Fully custom-coded site	~\$5,000 (DMV custom build floor)	\$4,000 -20%	ONE-TIME



1D · E-Commerce Websites

Online stores

Online stores capable of accepting payment, managing products, and handling shipping. Built on Shopify, WooCommerce, or custom platforms based on scope.

VARIANT	CHEAPEST DMV COMPETITOR	PMH PRICE	TYPE
Small store (≤25 products, Shopify/Woo)	\$2,495 (Lloyd David eCommerce Basic)	\$1,995 -20%	ONE-TIME
Medium store (50–200 products)	\$4,995 (Lloyd David eCommerce Advanced)	\$3,995 -20%	ONE-TIME
Large catalog (500+ products / custom)	~\$8,000 (DMV custom Shopify floor)	\$6,400 -20%	ONE-TIME
E-comm monthly all-inclusive	~\$149/mo (DMV done-for-you tier)	\$119/mo -20%	MONTHLY

1E · Specialty Website Types

Industry-flavored builds (5–10 pages typical)

Common industry-flavored sites where the structure and add-ons differ but the engineering is similar. Booking, menu, gallery, and membership modules priced separately in Section 03.

VARIANT	CHEAPEST DMV COMPETITOR	PMH PRICE	TYPE
Landing page (single conversion-focused)	\$400 (Bark/Pangea DMV floor)	\$320 -20%	ONE-TIME
Portfolio website (creative/artist)	\$995 (Lloyd David tier)	\$795 -20%	ONE-TIME
Business / corporate website	\$995 – \$2,500	\$795 – \$2,000 -20%	ONE-TIME
Restaurant website (incl. menu module)	\$1,200 (DMV w/ menu add-on)	\$960 -20%	ONE-TIME
Blog website (WordPress)	\$995	\$795 -20%	ONE-TIME
Membership / subscription site	~\$3,500 (lowest DMV custom)	\$2,800 -20%	ONE-TIME

<p>FROM</p> <p>\$320</p> <p>Landing page</p>	<p>BROCHURE SITE</p> <p>\$795</p> <p>5-page WP</p>	<p>E-COMMERCE</p> <p>\$1,995</p> <p>Small store</p>	<p>CUSTOM BUILD</p> <p>\$4,000</p> <p>Fully bespoke</p>
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SALES TIP

Every website project should be paired with a maintenance plan from Section 05. The Lloyd David model — **\$995 build + \$49/mo** — is the DMV template to beat, and PMH does it at **\$795 + \$39/mo**.

Section 02

Web Applications & Software

Beyond a content site — interactive software, data-driven tools, or native mobile apps. All custom-quoted past MVP scope. Floor anchor: Node Blox (VA) MVP build starts ~\$7,000; Simpalm and DMV custom shops at \$9,000–\$15,000+.

VARIANT	CHEAPEST DMV COMPETITOR	PMH STARTING PRICE	TYPE
Custom web application (MVP scope)	\$7,000 (Node Blox VA low end)	\$5,600 starting -20%	ONE-TIME
Mobile app — iOS only (basic)	\$7,000	\$5,600 starting -20%	ONE-TIME
Mobile app — Android only (basic)	\$7,000	\$5,600 starting -20%	ONE-TIME
Cross-platform (React Native/Flutter)	\$9,000 (DMV mid-tier MVP)	\$7,200 starting -20%	ONE-TIME
Progressive Web App (PWA)	\$5,000 (DMV low end)	\$4,000 starting -20%	ONE-TIME
SaaS platform (MVP)	\$15,000 (DMV low end SaaS MVP)	\$12,000 starting -20%	ONE-TIME
Custom dashboard / admin panel	\$3,500 (DMV custom feature)	\$2,800 starting -20%	ONE-TIME
API integration (per integration)	\$750 (DMV freelance)	\$600 per integration -20%	ONE-TIME



Custom always means custom-quoted

The starting prices above are floors for the simplest comparable MVP scope. Real-world apps typically run 1.5–3× the starting price once scope, integrations, and platforms are finalized. Always scope a discovery call before quoting.



App store + hosting separate

Apple App Store (\$99/yr) and Google Play (\$25 one-time) developer accounts are client-owned and paid separately. Ongoing backend hosting (AWS, Firebase, etc.) is billed at cost plus 15% management fee.

RECOMMENDED PATH

For most small businesses asking "should I build an app?" — start with a *Progressive Web App (\$4,000)* instead. It installs on the home screen, works offline, sends push notifications, and costs 30–60% less than a native build. Native apps make sense once daily active usage and offline-first features become real requirements.

Section 03

Website Add-On Features

Each add-on is priced independently so a client can build à la carte on top of any base site. Many can also be billed monthly if PMH manages them ongoing. "If you want appointment booking, it's \$200 setup or \$200 + \$15/mo if we manage it for you."

ADD-ON	CHEAPEST DMV / INDUSTRY	PMH ONE-TIME	PMH MONTHLY
Appointment / booking system	\$250 setup + 3rd-party fee	\$200 setup	\$15/mo mgmt
Online payment processing (Stripe/PayPal/Square)	\$300 setup	\$240 setup	processor fees
Live chat (Tawk/Intercom widget)	\$200 setup	\$160 setup	\$25/mo mgmt
Basic contact form	\$75	\$60	—
Advanced contact form (conditional logic)	\$250	\$200	—
Newsletter / email marketing integration	\$200 setup	\$160 setup	\$45/mo
Social media feed integration	\$150	\$120	—
Google Maps integration	\$75	\$60	—
Multi-language (per additional language)	\$400	\$320	—
Customer login / membership area	\$750	\$600	\$25/mo mgmt
Shopping cart (added to existing site)	\$750	\$600	—
Inventory management module	\$500	\$400	\$25/mo mgmt
Review / testimonial system	\$200	\$160	—
Photo gallery (up to 50 images)	\$200	\$160	—
Video integration / embed setup	\$150	\$120	—
Site search functionality	\$200	\$160	—
Blog setup (existing site)	\$300	\$240	—
Push notifications (web push)	\$250	\$200 setup	\$15/mo
Reputation management module	\$195/mo (Lloyd David)	—	\$155/mo

Section 04

Hosting, Domain & Infrastructure

The infrastructure layer. Clients can host on PMH (we own the account and provide full care) or on their own account (we manage only). Both options offered transparently — the choice is theirs.

SERVICE	CHEAPEST DMV / INDUSTRY	PMH PRICE	TYPE
Shared hosting (bundled w/ site care)	\$49/mo (Lloyd David)	\$39/mo -20%	MONTHLY
Shared hosting (standalone)	\$5/mo (industry floor)	\$4/mo -20%	MONTHLY
Shared hosting (annual prepay)	\$60/yr (industry floor)	\$48/yr -20%	YEARLY
VPS hosting	\$35/mo (DMV low end resellers)	\$28/mo -20%	MONTHLY
Dedicated hosting (Windows, Ashburn DC)	\$300/mo (DMV resellers)	\$240/mo -20%	MONTHLY
Cloud hosting (AWS/DigitalOcean managed)	\$50/mo low end	\$40/mo -20%	MONTHLY
WordPress managed hosting	\$25/mo low end	\$20/mo -20%	MONTHLY
Email hosting (per mailbox, resold)	\$6/mo per mailbox	\$5/mo per mailbox -20%	MONTHLY
Domain registration (.com)	\$12/yr (Namecheap-level)	\$10/yr -20%	YEARLY
SSL certificate (standard DV)	\$0 with hosting; \$50/yr standalone	Free w/ hosting · \$40/yr -20%	YEARLY
CDN service (Cloudflare-managed)	\$20/mo low end	\$16/mo -20%	MONTHLY
Site hosted on PMH (all-in care)	\$49/mo (Lloyd David)	\$39/mo -20%	MONTHLY
Site hosted under client's own account (we manage only)	\$35/mo (industry floor mgmt-only)	\$28/mo -20%	MONTHLY

A

Host with us — easiest path

PMH owns the account. We handle backups, SSL, uptime, security, plugin updates, and the 3 a.m. "site is down" call. \$39/mo all-in. Recommended for clients who don't want to think about infrastructure.

B

Host on your account — more control

You own the SiteGround/Cloudways/AWS account and pay the host directly (\$5–\$50/mo). PMH manages it for you at \$28/mo. Best when the client wants asset ownership or already has hosting.

Section 05

Website Maintenance & Support

Ongoing care for a live site — updates, security, backups, content edits, performance. Sold as monthly plans or à la carte. The recurring revenue layer that pairs with every project sold.

Basic Maintenance

Hosting check, core/plugin updates, monthly backup, uptime monitoring. Anchor: \$50–\$75/mo DMV freelancer floor.

\$39/mo

–22% vs floor

Standard Maintenance · Most Popular

Everything in Basic + weekly backups, security scans, broken-link checks, 1 hr/mo content edits. Anchor: \$150/mo DMV mid-tier.

\$119/mo

–20% vs DMV

RECOMMENDED

Premium Maintenance

Everything in Standard + 3 hrs/mo content edits, speed optimization, monthly report, priority support. Anchor: \$300/mo DMV active-care tier.

\$239/mo

–20% vs DMV

À La Carte Services

SERVICE	CHEAPEST DMV/COMPARABLE	PMH PRICE	TYPE
Security monitoring only	\$50/mo	\$40/mo –20%	MONTHLY
Backup service only (daily off-site)	\$25/mo	\$20/mo –20%	MONTHLY
Content updates à la carte	\$60/hr (Redosites VA floor)	\$48/hr –20%	HOURLY
Plugin / software updates only	\$40/mo	\$32/mo –20%	MONTHLY
Bug fix (per incident, ≤2 hrs)	\$150	\$120 flat –20%	ONE-TIME
Performance optimization (one-time tune-up)	\$300	\$240 –20%	ONE-TIME

Section 06

SEO & Digital Marketing

Search visibility (local + national), paid ads management, social media, and content writing. The growth engine that pairs with every website project to turn impressions into customers.

Search Engine Optimization

SERVICE	CHEAPEST DMV COMPETITOR	PMH PRICE	TYPE
Local SEO — entry tier	\$395/mo (Lloyd David); \$499/mo (Third Marble)	\$315/mo -20%	MONTHLY
Local SEO — standard tier	\$750/mo (Samantha Digital low end)	\$600/mo -20%	MONTHLY
Local SEO — comprehensive	\$1,500/mo (DMV mid-tier)	\$1,200/mo -20%	MONTHLY
National SEO — entry	\$1,000/mo (NoVA agency low end)	\$800/mo -20%	MONTHLY
National SEO — standard	\$2,000/mo (DMV mid-tier)	\$1,600/mo -20%	MONTHLY
One-time SEO audit	\$750 (NoVA project low end)	\$600 -20%	ONE-TIME
Google Business Profile setup & optimization	\$350 (DMV freelance)	\$280 -20%	ONE-TIME
GBP monthly management	\$150/mo	\$120/mo -20%	MONTHLY

Paid Advertising

SERVICE	CHEAPEST DMV COMPETITOR	PMH PRICE	TYPE
PPC — Google Ads (≤\$2k spend)	\$500/mo mgmt fee (DMV low end)	\$400/mo + spend -20%	MONTHLY
PPC — \$2k–\$10k spend	15% of spend (industry floor)	12% of spend, \$400 min -20%	MONTHLY

Strategy & Retainers

SERVICE	CHEAPEST DMV COMPETITOR	PMH PRICE	TYPE
Branding & Design monthly retainer	\$245/mo (Lloyd David)	\$195/mo -20%	MONTHLY
Digital Strategy retainer	\$195/mo (Lloyd David)	\$155/mo -20%	MONTHLY



Social Media Management

Ongoing social media management priced by number of platforms. Add per-post add-ons as needed.

SERVICE	CHEAPEST DMV COMPETITOR	PMH PRICE	TYPE
Social media management — 1 platform	\$500/mo (DMV freelancer floor)	\$400/mo -20%	MONTHLY
Social media management — 2 platforms	\$750/mo	\$600/mo -20%	MONTHLY
Social media management — 3 platforms	\$1,000/mo	\$800/mo -20%	MONTHLY
Social media — per-post add-on	\$50/post (industry)	\$40/post -20%	PER-POST

Content Writing

Web copy, blog posts, and long-form content. Pair with SEO retainers for keyword-optimized output.

SERVICE	CHEAPEST DMV COMPETITOR	PMH PRICE	TYPE
Content — short web page (≤500 words)	\$75 (DMV freelance)	\$60/page -20%	PER-PAGE
Content — standard blog (500–1,000 words)	\$150 (DMV floor)	\$120/post -20%	PER-POST
Content — long-form (1,500–2,500 words)	\$300	\$240/post -20%	PER-POST

Email Marketing

One-off campaign sends or monthly retainers for ongoing nurture sequences.

SERVICE	CHEAPEST DMV COMPETITOR	PMH PRICE	TYPE
Email campaign — single send (design + copy + send)	\$250	\$200/campaign -20%	PER SEND
Email marketing monthly retainer (4 sends/mo)	\$500/mo	\$400/mo -20%	MONTHLY

Section 07

Graphic Design & Brand Identity

Visual identity and collateral. Anchors: Thumbtack DC logo packages run \$200/\$350/\$550/\$850 (basic → premium with brand guidelines). Pangea DMV freelance graphic design rates cluster \$25–\$100/hr.

Logo & Brand Identity

SERVICE	CHEAPEST DMV COMPETITOR	PMH PRICE	TYPE
Logo — basic (3 concepts, 3 revisions)	\$200 (Thumbtack DC floor)	\$160 -20%	ONE-TIME
Logo — standard (10 concepts, unlimited revisions)	\$350 (Thumbtack DC)	\$280 -20%	ONE-TIME
Logo — premium (+ cards, letterhead, social, signature)	\$550 (Thumbtack DC)	\$440 -20%	ONE-TIME
Logo — premium + brand guidelines	\$850 (Thumbtack DC Package Four)	\$680 -20%	ONE-TIME
Brand identity package (logo + cards + letterhead + brand guide)	\$850 (Thumbtack DC)	\$680 -20%	ONE-TIME
Full branding suite (logo + collateral + social + brand guide + signature)	\$1,500 (DMV freelancer floor)	\$1,200 -20%	ONE-TIME

Print Collateral

SERVICE	CHEAPEST DMV COMPETITOR	PMH PRICE	TYPE
Business cards — design only	\$100 (DMV freelance floor)	\$80 -20%	ONE-TIME
Business cards — design + 250 prints coordinated	\$175	\$140 -20%	ONE-TIME
Brochure — bi-fold design	\$150 (DMV freelance)	\$120 -20%	ONE-TIME
Brochure — tri-fold design	\$200 (DMV freelance)	\$160 -20%	ONE-TIME
Flyer (single-sided 8.5×11)	\$100	\$80 -20%	ONE-TIME
Flyer (double-sided)	\$150	\$120 -20%	ONE-TIME
Poster design	\$150 (DMV freelance floor)	\$120 -20%	ONE-TIME



Digital & Banners

SERVICE	CHEAPEST DMV COMPETITOR	PMH PRICE	TYPE
Digital banner (web ad set, 3 sizes)	\$100	\$80 -20%	ONE-TIME
Print banner (large-format design)	\$150	\$120 -20%	ONE-TIME

Social Media & Infographics

SERVICE	CHEAPEST DMV COMPETITOR	PMH PRICE	TYPE
Social media graphics — single post	\$25 (DMV freelance floor)	\$20/graphic -20%	PER-POST
Social media graphics — 10-pack	\$200	\$160 -20%	ONE-TIME
Social media graphics — 30-pack monthly	\$500/mo	\$400/mo -20%	MONTHLY
Infographic — standard	\$300	\$240 -20%	ONE-TIME
Infographic — detailed / interactive	\$750	\$600 -20%	ONE-TIME

Restaurant & Packaging

SERVICE	CHEAPEST DMV COMPETITOR	PMH PRICE	TYPE
Menu design (restaurant, 1-pager)	\$200	\$160 -20%	ONE-TIME
Menu design (multi-page)	\$400	\$320 -20%	ONE-TIME
Packaging design (single SKU)	\$500	\$400 -20%	ONE-TIME

Section 08

Photography

All photo services priced against the DMV "cheapest credible" anchor. Sources: Visuals by Joshua DMV guide (\$150–\$400/hr event range), Lincoln Photography (\$205/hr), Delgado Photos (\$250/hr), Tysons Headshots (\$295/hr), C King Media (\$350/hr), InVision Events (\$300/hr + \$2,000 day rate), Umedia drone (from \$119).

Product & Real Estate

SERVICE	CHEAPEST DMV COMPETITOR	PMH PRICE	TYPE
Product photo — per product (white background)	\$25/product (DMV freelance)	\$20/product -20%	PER-ITEM
Product photo — 10-product package	\$200	\$160 package -20%	PACKAGE
Product photo — 25-product package	\$450	\$360 package -20%	PACKAGE
Real estate — basic (≤2,000 sq ft, HDR)	\$150 (DMV floor; \$250 typical)	\$120/listing -20%	LISTING
Real estate — standard (≤4,000 sq ft)	\$250	\$200/listing -20%	LISTING
Real estate — premium (≤5,000 sq ft, advanced edit)	\$400	\$320/listing -20%	LISTING

Headshots, Corporate & Lifestyle

SERVICE	CHEAPEST DMV COMPETITOR	PMH PRICE	TYPE
Headshot — individual session	\$250 (DMV mini-session; Tysons \$295)	\$200/headshot -20%	PER
Headshot — team/corporate on-site	\$150/pp + \$350 session (InVision tier)	\$120/pp + \$280 session -20%	PER
Corporate photo (on-site, hourly)	\$200/hr (DMV mid-floor)	\$160/hr -20%	HOURLY
Lifestyle photo — per hour	\$200/hr	\$160/hr -20%	HOURLY



Event & Wedding

SERVICE	CHEAPEST DMV COMPETITOR	PMH PRICE	TYPE
Event photo — per hour (2-hr min)	\$150/hr (Visuals by Joshua floor)	\$120/hr -20%	HOURLY
Event photo — half day (4 hrs)	\$600	\$480 flat -20%	HALF-DAY
Event photo — full day (8 hrs)	\$2,000 (InVision day rate)	\$1,600 flat -20%	DAY
Wedding — micro/elopement (2 hrs)	\$600	\$480 flat -20%	EVENT
Wedding — half day (5 hrs)	\$1,500	\$1,200 flat -20%	EVENT
Wedding — full day (8–10 hrs)	\$2,500 (DMV budget floor)	\$2,000 flat -20%	EVENT

Food, Drone & Specialty

SERVICE	CHEAPEST DMV COMPETITOR	PMH PRICE	TYPE
Food photo — per dish	\$50	\$40/dish -20%	PER
Food photo — restaurant pkg (15 dishes + ambiance)	\$750	\$600 package -20%	PACKAGE
Drone photo — single property (5 aerial)	\$119 (Umedia DMV)	\$95/property -20%	LISTING
Drone photo — extended (20 photos)	\$249 (Umedia DMV)	\$199/property -20%	LISTING
Drone photo — hourly	\$150/hr (Droners.io MD avg)	\$120/hr -20%	HOURLY

Section 09

Videography & Video Production

DMV corporate video projects typically run \$2,000–\$15,000 (per Clutch). Cheapest credible DMV anchors include InVision adding video at \$250/hr and full-service DMV shops at the \$1,500–\$2,500 floor for short promos.

Promotional & Corporate Video

SERVICE	CHEAPEST DMV COMPETITOR	PMH PRICE	TYPE
Promo video — short (30–60s)	\$1,500 (industry/DMV low end)	\$1,200 flat –20%	VIDEO
Promo video — medium (1–3 min)	\$2,500	\$2,000 flat –20%	VIDEO
Promo video — long (3–5 min)	\$4,000	\$3,200 flat –20%	VIDEO
Corporate video — basic talking-head	\$1,500	\$1,200 flat –20%	VIDEO
Corporate video — mid (multi-angle, B-roll)	\$3,000	\$2,400 flat –20%	VIDEO
Product video — short	\$1,000	\$800 flat –20%	VIDEO
Product video — extended (with motion graphics)	\$2,500	\$2,000 flat –20%	VIDEO

Real Estate & Event Video

SERVICE	CHEAPEST DMV COMPETITOR	PMH PRICE	TYPE
Real estate video — basic walkthrough	\$250 (DMV real estate floor)	\$200/listing –20%	LISTING
Real estate video — premium (cinematic + drone)	\$500	\$400/listing –20%	LISTING
Event video — per hour (2-hr min)	\$200/hr (floor; InVision add-on \$250/hr)	\$160/hr –20%	HOURLY
Event video — full event w/ highlight reel	\$1,500	\$1,200 flat –20%	EVENT
Wedding video — half day	\$1,500	\$1,200 flat –20%	EVENT
Wedding video — full day	\$2,500	\$2,000 flat –20%	EVENT



Social Reels & Animation

SERVICE	CHEAPEST DMV COMPETITOR	PMH PRICE	TYPE
Social media reel/short (15–60s, edited)	\$150 (DMV freelance floor)	\$120/reel -20%	REEL
Social media reels — 10-pack monthly	\$1,000/mo	\$800/mo -20%	MONTHLY
Animation / motion graphics — short explainer (≤60s)	\$1,500	\$1,200 flat -20%	VIDEO
Animation — per finished minute	\$1,000/min (industry basic)	\$800/min -20%	PER MIN

Editing-Only Services

SERVICE	CHEAPEST DMV COMPETITOR	PMH PRICE	TYPE
Video editing only — per finished minute	\$100/min (DMV freelance floor)	\$80/finished min -20%	PER MIN
Video editing only — hourly	\$75/hr (DMV freelance floor)	\$60/hr -20%	HOURLY
Video editing — per project (≤30 min raw)	\$400	\$320 flat -20%	PROJECT

Drone & Aerial Video

SERVICE	CHEAPEST DMV COMPETITOR	PMH PRICE	TYPE
Drone video — single property	\$250 (DMV floor)	\$200/property -20%	LISTING
Drone video — hourly	\$150/hr (Droners.io MD avg)	\$120/hr -20%	HOURLY
Aerial — combined photo + 2-min video package	\$344 (Umedia DMV)	\$275 package -20%	LISTING

Section 10

Audio Production

Reference points: podcast editing \$50–\$100/episode at the national floor; voiceover 1-min \$30–\$50 entry, \$300–\$600 professional; studio time \$50–\$200/hr. DMV freelancers cluster at the low end of these ranges.

Podcast Production

SERVICE	CHEAPEST ANCHOR	PMH PRICE	TYPE
Podcast — basic editing per episode (≤45 min)	\$100/episode	\$80/episode -20%	PER EP
Podcast — standard (edit + intro/outro + show notes)	\$200/episode	\$160/episode -20%	PER EP
Podcast — full-service (edit, mix, master, notes, clips)	\$400/episode	\$320/episode -20%	PER EP
Podcast launch package (brand + first 3 eps + distribution)	\$1,000	\$800 flat -20%	ONE-TIME

Voiceover

SERVICE	CHEAPEST ANCHOR	PMH PRICE	TYPE
Voiceover — 1 min (≤150 words)	\$50	\$40/min -20%	PER MIN
Voiceover — 2–5 min commercial	\$300	\$240 flat -20%	PROJECT
Voiceover — explainer video (≤90s)	\$300	\$240 flat -20%	PROJECT
Voiceover — phone system / IVR (≤10 prompts)	\$200	\$160 flat -20%	PROJECT

Editing, Music & Sound Design

SERVICE	CHEAPEST ANCHOR	PMH PRICE	TYPE
Audio editing — per hour	\$50/hr (DMV freelance floor)	\$40/hr -20%	HOURLY
Audio editing — per finished minute	\$30/min	\$24/min -20%	PER MIN
Jingle creation (15–30s, royalty-free)	\$300	\$240 flat -20%	JINGLE
Music production — original track (royalty-free, ≤2 min)	\$400	\$320 flat -20%	TRACK
Audio for video — sound design + mix per finished min	\$50/min	\$40/finished min -20%	PER MIN

Section 11

Additional Services

Specialty services that round out the catalog so clients don't have to source elsewhere — copywriting, translation, 3D, virtual tours, print coordination, and consulting.

Copywriting & Translation

SERVICE	CHEAPEST ANCHOR	PMH PRICE	TYPE
Copywriting — short web page (≤500 words)	\$75	\$60/page -20%	PAGE
Copywriting — long-form (1,500+ words)	\$300	\$240/piece -20%	PIECE
Copywriting — sales/landing page copy	\$250	\$200/page -20%	PAGE
Translation — per word (general business)	\$0.10/word (industry low end)	\$0.08/word -20%	WORD
Translation — per page (≤300 words)	\$30	\$24/page -20%	PAGE

3D, Virtual Tours & Print

SERVICE	CHEAPEST ANCHOR	PMH PRICE	TYPE
3D modeling — single product render	\$150	\$120/render -20%	RENDER
3D — architectural visualization (single exterior)	\$500	\$400/render -20%	RENDER
Virtual tour — 360° / Matterport (≤2,000 sq ft)	\$200 (DMV real estate)	\$160/property -20%	LISTING
Virtual tour — 360° (2,000–4,000 sq ft)	\$350	\$280/property -20%	LISTING
Virtual tour — 360° (4,000+ sq ft)	\$500	\$400/property -20%	LISTING
Print design + production coordination	\$150 mgmt fee	\$120 + print pass-through -20%	PROJECT

Strategic Consulting

SERVICE	CHEAPEST ANCHOR	PMH PRICE	TYPE
Consulting — hourly	\$75/hr (floor; \$150/hr avg)	\$60/hr -20%	HOURLY
Consulting — half day (4 hrs)	\$300	\$240 flat -20%	HALF-DAY
Consulting — full day (8 hrs)	\$600	\$480 flat -20%	DAY

SAMPLE QUOTES

Pick exactly *what you need.*

The catalog is intentionally modular. Here is how seven common client types build a real quote in seconds — including the hairdresser example from the original brief.

A

Static site only · no hosting

5-page static brochure site (\$795). Files delivered; client hosts elsewhere.

TOTAL

\$795 one-time

B

Dynamic site + booking + care

5-page WordPress (\$795) + Booking system setup (\$200) + Standard maintenance (\$119/mo).

TOTAL

\$995 + \$119/mo

C

Hairdresser / Salon launch

5-page WP (\$795) + Logo standard (\$280) + Booking (\$200) + Gallery (\$160) + GBP setup (\$280) + Hosting/maint (\$39/mo).

TOTAL

\$1,715 + \$39/mo

D

Doctor's office

10-page WP (\$1,600) + Logo standard (\$280) + Adv. form (\$200) + Booking (\$200) + 3 headshots (\$640) + Standard maint (\$119/mo).

TOTAL

\$2,920 + \$119/mo

E

Restaurant

Restaurant site (\$960) + Menu tri-fold (\$320) + Food photo 15-dish (\$600) + Social 30-pack/mo (\$400/mo) + Standard maint (\$119/mo).

TOTAL

\$1,880 + \$519/mo

F

Lawyer's office

10-page WP (\$1,600) + Logo premium (\$440) + 2 headshots (\$520) + Local SEO standard (\$600/mo) + Standard maint (\$119/mo).

TOTAL

\$2,560 + \$719/mo

G

Small retail shop · e-commerce

Small e-commerce store (\$1,995) + Logo standard (\$280) + Product photo 25-pack (\$360) + Cart included + Inventory module (\$400) + Hosting/standard maintenance (\$119/mo).

TOTAL

\$3,035 + \$119/mo



PRE-BUILT PACKAGES

Seven bundles, *ready to sell.*

For prospects who don't want to assemble à la carte, these seven pre-built bundles cover the most common DMV small-business launch scenarios at a packaged price.

Starter Local Business

5-page WordPress site + basic logo + Google Maps + contact form + GBP setup + 1-year domain + hosting + SSL + basic maintenance.

\$1,995
+ \$79/mo

Restaurant Launch

10-page WordPress site + menu design + photo gallery + reservations integration + Google Maps + 10-pack social graphics + 15-dish food photography + hosting + standard maintenance.

\$2,795
+ \$119/mo

Professional Services

For lawyer, doctor, accountant: 10-page WP site + logo standard + appointment system + advanced contact form + headshots (up to 3 people) + GBP setup + hosting + standard maintenance.

\$2,495
+ \$119/mo

Retail / E-Commerce Starter

Small e-commerce store + logo standard + 25-product photography + shopping cart + payment processing + inventory module + hosting + standard maintenance.

\$3,495
+ \$159/mo

Brand Identity + Web

Premium logo + brand guidelines + business cards + 5-page WordPress site + hosting + basic maintenance. Perfect for new ventures that need everything to launch from zero.

\$2,675
+ \$79/mo

Content Marketing Engine · Bundled Monthly

Local SEO standard + 2-platform social management + 2 blog posts/mo + 10-pack social graphics + basic maintenance. Otherwise \$1,640/mo à la carte.

\$1,499/mo
save \$141/mo
BUNDLE

Full-Stack Small Business

Everything in Professional Services bundle, plus local SEO standard + 1-platform social management + monthly 10-pack social graphics + premium maintenance.

\$4,495
+ \$279/mo
FLAGSHIP



INTERNAL REFERENCE

Pricing *discipline* notes.

The eleven rules every salesperson should keep in mind before quoting custom work, applying surcharges, or matching a competitor. These keep margin healthy and quality high.

01 The -20% rule is a ceiling, not a floor

When a client price-shops Lloyd David's \$995 + \$49/mo, our match is \$795 + \$39/mo — but lead with bundle value, not price-match alone.

03 Project minimums

Event photo/video has a 2-hour minimum; voice recording sessions a 1-hour studio minimum; consulting a 1-hour minimum.

05 Travel surcharge

Anything beyond a 30-mile radius of downtown DC adds \$0.65/mile + travel time. Bake into quotes before sending.

07 Weekend / holiday premium

Photo & video weekend/holiday work +25%; "golden hour" or specialty timing +35%.

09 Thin-data categories

Audio, translation, 3D, push notifications anchored to lowest credible national rate DMV freelancers match. Re-validate quarterly.

11 Refresh cadence — every 6 months

Re-survey: Lloyd David Studio, Succeeding Small, Greatr Media, Third Marble Marketing, Samantha Digital, Visuals by Joshua, Lincoln Photography, Delgado Photos, Tysons Headshots, InVision Events, Umedia, JR Resolutions, Node Blox, Simpalm. When the floor moves, we move with it.

02 Quote ranges, not single numbers

For custom work (web apps, mobile, SaaS, large e-comm, drone-cinema). Published "starting at" prices are the floor for the simplest scope.

04 Always pair project with monthly

Hosting and maintenance are high-margin recurring revenue. Lloyd David's \$995 build + \$49/mo model is the DMV template to beat.

06 Rush fees

Add 25% for sub-3-day turnaround on design work; 50% for sub-24-hour. Never absorb rush silently.

08 Volume discounts

10% off second concurrent service, 15% off third, capped at 20% total — never below cost. Not stackable with rush fees.

10 What we don't undercut blindly

Drone, wedding, and full-day corporate video. Skill-and-equipment intensive. Apply -20% only within the credible tier.



POTOMACMEDIAHOUSE.COM
DMV · WEB · BRAND · MEDIA

A catalog so a hairdresser in Silver Spring, an attorney in Tysons Corner, a Capitol Hill restaurant, or a Bethesda dental office can pick a base tier, layer in *exactly the add-ons they want*, see the total in seconds, and know it beats anything else in the DMV.

SCOPE

11 service categories. Every meaningful variant. One-time and monthly options where both apply. 20% under the cheapest credible competitor — always.

COVERAGE

Washington DC · Northern Virginia · Maryland · plus remote-deliverable projects nationwide for repeat clients.

EDITION

2026 · Vol. I · Refreshed every six months. All prices subject to scope review. Custom work always quoted individually.