

SCOPE, COSTS & WORKING TERMS

Know what you are buying.

Know what is included.

Choose the service outcome first, then the working arrangement. Shared hours and dedicated staffing are alternatives to buying fixed service deliverables.

YOU NEED	CHOOSE	WHAT YOU PAY FOR
A known result	Fixed project	A defined output and fee; no automatic renewal.
Recurring client delivery	Monthly service	The stated outputs or routine care, paid monthly.
A changing mix of tasks	Shared hours	A pooled allowance across agreed services and accounts.
A consistent specialist	Dedicated role	One assessed role and an agreed reservation.
A technical uncertainty	Feasibility study	A defined question, test and finding/prototype.

Included delivery costs

Routine onboarding, account coordination, standard production tools, quality checks, the stated reviews and handover are included in our service fee or hour estimate.

No double charging

Work already included in one service is not charged to another plan. Existing forms, templates, tracking and account setup are reused. Native website lead capture is part of the site scope.

One written total before payment

The proposal shows deliverables, inputs, first payment, total or recurring fee, dates and acceptance criteria. It also names required third-party purchases and running costs. A change needs your approval before work begins.

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The costs outside our fee.

Visible before you choose.

You should understand both our delivery price and the cost of operating the selected platform. You do not need to buy optional support to own the work.

Websites and stores

Hosting or platform plan, domain, selected premium theme/plugins/apps and payment-provider fees are agency/client costs. We identify the required plans and renewals and offer an included/no-extra-license option where suitable.

AI and workflows

Before payment, identify the platform tier, vendor branding/removal, usage allowance, overage behaviour, required connectors and hosting. Do not assume API fees are additional if the selected subscription already includes them.

Optional support

A website or assistant can be handed over without a mandatory support subscription. Existing care/change or shared-hour plans can cover eligible future work. Otherwise request a scoped update.

Marketing

Advertising spend is paid directly to the platform. Our standard reporting/research tools are included. Client email/CRM platforms, approved stock purchases or specialist data subscriptions are listed where needed.

Accounts and licenses

Use agency/client-owned accounts where appropriate. Handover identifies original source files, third-party rights and any provider license that ends with service. You approve purchases; they are not surprise line items.

When needs change

More volume, a new platform, custom integration or a replacement brief receives an approved quote. Ordinary completion steps and correction of our mistakes are not chargeable scope changes.

A complete cost example

A standard WordPress website is \$1,000 in delivery fees, including its native form and basic measurement. If your chosen host, domain and theme are already paid for and suitable, there is no new third-party purchase for those items. Otherwise the actual chosen plans are shown before commitment.

All prices are in USD, plus applicable taxes stated in the quote. Platform prices can change; the proposal records the selected plan and billing basis rather than promising a permanent third-party price.

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Commitment without guesswork.

Fair treatment of the work.

Every engagement has one account manager, an agreed communication schedule and an escalation contact. Your agency retains the client relationship.

Projects and pilots

Projects of \$500 or less are paid upfront. Larger standard projects: 50% to schedule, 50% after acceptance and before launch or handover. No automatic subscription. Voluntary early cancellation is reconciled against completed work and approved non-recoverable costs, with any unearned balance returned under the proposal.

Shared or change hours

Carry up to 50% of base allowance into one next active month; oldest first, then expiry. On downgrade, cap carry at 50% of the smaller plan. No cash redemption for time available but unused. Extra hours need approval.

Delivery errors and support

Corrections to our agreed scope are included, without using paid change hours or review rounds. New requirements receive a price and your approval before work begins. For builds and AI implementations, defects reported in the included 14-day post-launch window remain open until resolved. No support purchase is required for those corrections.

NDA, non-solicitation, ownership and handover are recorded in the agreement. Agency permission is required for direct client contact or client-facing publication. We commit to agreed delivery, not rankings, revenue, uptime or other guaranteed business outcomes.

Monthly services

Monthly in advance. Email your account manager or sales@pixelcrayons.com before the next billing date to cancel; we confirm receipt. The paid month continues. No multi-month minimum. Service packages promise outputs; an owed deliverable does not simply expire at month end.

Dedicated staffing

First month does not auto-renew. Agreed continuation has 30 calendar days' written notice, with a prorated partial final period. Provider-unavailable paid hours are replaced by agreement or credited/refunded.

If we cannot resolve delivery

Escalate to the account manager. The signed proposal records a correction plan process, undelivered-value calculation and refund timing. Our delays are not treated as customer-unused allocation.