

STATE OF THE ART DIGITAL

Rate Card: AI Summary & AI App Inclusion Advisory

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No VAT. All engagements are delivered remotely by video call unless agreed otherwise. Day and hourly rates are the foundation; the products below are fixed-fee packages built on top of them.

TIME-BASED RATES

Rate	Price	Notes
Day Rate (7 hours)	£350	On-site* or remote strategy, workshops, embedded advisory
Hourly Rate	£50 / hour	2-hour minimum booking (£100)

**Rate applied to any Business & Marketing Consultancy, Digital Transformation, Retained Advisory and monthly / quarterly AI Summary Citation Gap Analysis and Tracking. Premises visit at a pre-agreed and reasonable cost.*

SIGNATURE SESSION

Session	Price	Format
AI Summary & Citation ‘Mini-TED Talk’	£200	2-hour presentation with Q&A for Directors and Marketing Managers. MS Teams.

Introduction to AI Summary & Citation on Google AI Overviews, AI Mode and AI Apps such as Chat GPT, Claude, Gemini & Perplexity. Grounded in my research project entitled AI Search, Today and Tomorrow a 3-part thesis; Your Business Is Becoming Invisible, Search Doomsday is Q3 2027 and The Chaff Effect. Explanation of OPTIMUM a bespoke 7-dimension AI Readiness Audit Engine.

DIAGNOSTIC & COMPETITOR INTELLIGENCE

The two flagship OPTIMUM products. Both include a 2-hour discovery meeting on MS Teams and written report.

Product	Full Price	Introductory Price*	Discount
OPTIMUM v2.3 AI Readiness Audit + 2hr Discovery	£700	£350	50% off
OPTIMUM AI Citation Competitor & Gap Analysis + 2hr Discovery	£700	£350	50% off

**Introductory price for early clients while the OPTIMUM case study library is being built. Time-limited, reviewed regularly rather than treated as a permanent list price.*

LOW-COST INTRODUCTORY OFFERS

Your introduction to partner State Of The Art Digital with a snapshot of your business website’s AI readiness and AI Citation across Chat GPT, Claude, Gemini AI Apps. Superior in depth to any ‘Free AI Score’ offered online.

Product	Full Price	Introductory Price*	Discount
OPTIMUM-LITE AI Readiness Diagnostic	£150	£75	50% off

Product	Full Price	Introductory Price*	Discount
OPTIMUM-LITE AI Citation Diagnostic – 12 Prompts across 3 AI Apps	£150	£75	50% off

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Rate Card, Price List and Offers supersede any other advertised offers prior to 19/08/2026