

PPC Management Pricing

Come Together Media — Effective 2026

Base Retainer — Google Ads (Primary Platform)

Monthly Ad Spend (Aggregate)	Monthly Fee	One-Time Setup
Up to \$15,000	\$1,500	\$1,500
\$15,001 – \$25,000	\$2,250	\$1,500
\$25,001 – \$35,000	\$3,000	\$1,800
\$35,001 – \$50,000	\$4,500	\$1,800
\$50,001 – \$75,000	\$6,000	\$2,100
\$75,001 – \$100,000	\$7,500	\$2,400
\$100,000+	Custom	Custom

Fees are based on aggregate monthly ad spend across all platforms under management. Google Ads serves as the primary platform in all engagements.

Additional Platform Management

Platform	Monthly Add-On	Setup Add-On
Microsoft Ads	+\$250/month	+\$250
Meta Ads	+\$500/month	+\$500
LinkedIn Ads	+\$500/month	+\$500
Other (Pinterest, TikTok, etc.)	+\$500/month	+\$500

Platform add-on rates apply to supplementary accounts with monthly spend up to \$25,000 on that platform. Engagements involving significant multi-platform spend — or where a secondary platform requires dedicated strategy, creative oversight, or substantial independent management — are scoped and priced custom. These conversations start with a strategy call.

What the Setup Fee Covers

The setup fee is one-time, billed alongside your first month. It covers the account build or overhaul: campaign architecture, keyword and audience research, conversion tracking and analytics configuration, feed setup where applicable, and launch QA. Each additional platform carries its own setup add-on, because tracking, audiences, and creative specs are configured separately per platform.

How Pricing Works

Your monthly fee is determined by your total ad spend across all active platforms, not per platform individually. From there, any platforms beyond Google Ads are added at the rates above.

Example: A client spending \$40,000/month on Google Ads and \$15,000/month on Meta Ads has an aggregate spend of \$55,000, placing them in the \$50,001 – \$75,000 tier at \$6,000/month. The Meta Ads add-on brings the monthly total to \$6,500. Setup is \$2,100 for that tier plus \$500 for Meta — \$2,600 one time. First month: \$9,100. Every month after: \$6,500.

Custom Engagements

Accounts with monthly spend exceeding \$100,000, or engagements requiring significant multi-platform management, are scoped individually. Custom pricing reflects the full scope of work, platform complexity, and strategic involvement required; setup is quoted alongside it. To start the conversation, book a strategy call at cometogether.media/meetings/chase-mcgowan.