



Word Wizards® inc.

508 compliance
transcription
graphic design

Response to
Alliance for Innovation (AFI)
RFP AFI-2025-118

ADA Digital Accessibility

WCAG 2.1 AA / 2.2 AA Compliance Services

Workstreams 2, 3, 4, 6, and 7

Tab 2: Services & Pricing

Submitted by

Word Wizards Inc.

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Tab 2: Services & Pricing

EVALUATION SECTION 1: SOLUTION OFFERING AND PRICING STRUCTURE

Section 1.1 Solution Offering & Coverage

Word Wizards, Inc. is pleased to submit this proposal in response to AFI RFP 2025-118 for ADA Digital Accessibility WCAG 2.1 AA / 2.2 AA Compliance Consulting and Design Services. We are proposing services for:

- Workstream 2 (Program Roadmaps, Strategy & Ongoing Advisory)
- Workstream 3 (Remediation Planning, Design & Implementation Support)
- Workstream 4 (Training, Education & Capacity Building)
- Workstream 6 (Document & PDF Accessibility Services)
- Workstream 7 (Video, Audio & Multimedia Accessibility Consulting).

Pioneers in Digital Accessibility: A Legacy of Innovation

Word Wizards is not merely an accessibility service provider—we are pioneers who have shaped the digital accessibility landscape from its inception. Our company's evolution mirrors the entire history of digital content accessibility, from the earliest days of desktop publishing through today's AI-powered solutions. This unique perspective, spanning over four decades of technological transformation, positions us as the ideal consulting partner for agencies seeking expert guidance on their accessibility journey.

Our story begins in the 1980s when CEO Ilana Gordon founded Word Wizards at the forefront of the desktop publishing revolution. As one of the first professional service providers for digital publishing in the nation's capital, Ms. Gordon recognized early the transformative potential of digital content and built a company that would evolve alongside every major milestone in digital accessibility.

The Birth of Accessible Media: In the early days of video transcription, our team literally hand-wired mechanical foot pedals to control the playback of audio cassette players—a grassroots innovation that revolutionized typing services and helped make closed captioning practical and scalable. This spirit of hands-on problem-solving and technological innovation has defined our approach for over 40 years.

Digital Documents Go Accessible: When Adobe introduced the accessibility layer to PDF documents, Word Wizards was among the first to master the technology and deliver compliant documents to federal agencies.

Enterprise-Level Innovation: Our Captioning Analysis Insights and Validation (CAIV) product provides enterprise-level developers and decision makers with human-scored compliance data metrics for closed captioning content. The only product in the world to use word-for-word human input to optimize, score, and compare speech-to-text systems side-by-side.

AI-Powered Human Hybrid Workflows: Today, Word Wizards continues to pioneer new approaches to accessibility. We have developed proprietary human-AI hybrid workflows including SAIV (Synthetic AI Voice) for audio description and CAIV (Computer-Assisted AI

Validation) for transcription—technologies that harness AI efficiency while maintaining the human judgment essential for genuine compliance. We are currently partnered with the leading automated document remediation platform on the market, deploying AI-enhanced systems alongside our expert team to help agencies achieve their accessibility goals at scale.

The One-Stop Shop: Integrated Expertise Under One Roof

What truly distinguishes Word Wizards in the accessibility consulting marketplace is our integrated, in-house expertise across all dimensions of digital content accessibility. While most organizations must coordinate multiple vendors—graphic designers, programmers, video production houses, document specialists, and accessibility consultants—Word Wizards has evolved naturally as an organization with all this expertise within our direct lines of service.

Our company grew from origins in traditional media post-production, graphic design, desktop publishing, and website development. As these service industries contracted we focused in these same areas of the digital services market, but through the context of digital accessibility. The result is an organization uniquely positioned to offer holistic perspectives, consulting, and guidance that spans:

- **Document Design and Remediation:** From template architecture to complex PDF accessibility, including forms development with advanced JavaScript functionality
- **Graphic Design:** Color contrast analysis, accessible visual design principles, and remediation of design-intensive documents
- **Video and Media Production:** Captioning, transcription, audio description, and accessible video workflow design
- **Programming and Development:** Accessible form scripting, automation workflows, and technical accessibility implementation
- **Strategic Consulting:** Policy development, roadmap planning, training curriculum design, and organizational change management

This integrated expertise means that when agencies engage Word Wizards for consulting services, they receive guidance informed by practitioners who have performed the work. Our advice is grounded in the practical reality of making content accessible across documents, forms, videos, and digital platforms.

Strategic Approach: Expert Guidance for Agency Success

The RFP objectives articulate a clear vision: achieve and maintain conformance with WCAG 2.1 AA and WCAG 2.2 AA, meet DOJ compliance deadlines, identify and remediate accessibility barriers, and establish sustainable governance that enables agencies to maintain accessibility over time. Word Wizards has designed our consulting offerings around these objectives, recognizing that PPAs vary significantly in their technical maturity, internal capacity, content volumes, and budgetary constraints.

Our approach acknowledges a fundamental reality: some agencies need comprehensive strategic guidance to understand their obligations and chart a path forward. Others require expert coaching to build internal teams capable of managing accessibility programs independently. Still others need specialized consulting on document design, multimedia workflows, or content remediation priorities. Word Wizards addresses all these scenarios through a consultative partnership model that meets agencies where they are and guides them toward sustainable accessibility maturity.

Word Wizards is the perfect partner to achieve your vision of compliance and to provide consulting services that span the legacy of the entire evolutionary path of digital content accessibility. No other firm can offer the depth of historical perspective, the breadth of integrated expertise, and the ongoing commitment to innovation that defines our approach.

Workstream 2: Program Roadmaps, Strategy & Ongoing Advisory

Word Wizards delivers strategic consulting services that help agencies plan, sequence, and manage accessibility initiatives over time. Our advisory approach draws on decades of experience guiding federal agencies through complex accessibility programs—from early Section 508 implementations to the ICT refresh, through today’s evolving WCAG adopted requirements. This institutional knowledge, accumulated across every phase of accessibility standards evolution, translates directly to the state, local, and educational entities served by this cooperative contract.

Strategic Planning and Roadmap Development

Effective accessibility programs require thoughtful planning that balances compliance urgency with organizational capacity and resource constraints. Word Wizards works with agency leadership and technical teams to develop actionable roadmaps that sequence activities logically, allocate resources efficiently, and establish realistic milestones aligned with DOJ deadlines.

Our strategic planning engagements are designed based on the priorities and needs of the agency and typically include:

- **Current State Assessment:** We evaluate the agency’s existing accessibility posture, including document inventories, multimedia content, staff capabilities, and current workflows. This assessment identifies gaps, risks, and opportunities that inform roadmap development.
- **Prioritization Framework:** Not all content carries equal compliance risk or user impact. We help agencies develop prioritization criteria that focus limited resources on highest-impact content first—public-facing documents, essential forms, frequently accessed materials—while establishing sustainable approaches for lower-priority content.
- **Phased Implementation Plans:** Multi-phase roadmaps that break complex accessibility initiatives into manageable stages, with clear deliverables, timelines, and success metrics for each phase.
- **Budget and Resource Planning:** Guidance on staffing models, vendor management strategies, and budget allocation that supports sustainable accessibility operations.

Ongoing Advisory Support

Accessibility programs require ongoing attention as regulations evolve, content changes, and organizational needs shift. Word Wizards provides continuing advisory services that keep agencies on track and help them adapt to changing circumstances:

- **Periodic Progress Reviews:** Quarterly or semi-annual sessions to assess program performance, review metrics, and adjust roadmaps as needed.
- **Standards Evolution Monitoring:** As WCAG 2.2 adoption increases and WCAG 3.0 development progresses, Word Wizards advises agencies on implications for their compliance programs and prepares them for emerging requirements. Our history of

navigating every major standards transition positions us to guide agencies through future changes.

- **Coaching for Internal Champions:** We coach internal accessibility leads, steering committees, and content owners to build organizational capacity for independent program management.
- **Position Resiliency:** In positions where different stakeholder come and go, how do you create policies and programs that can survive turnover and ensure new stakeholders can quickly get up to speed.
- **Advisory Retainers:** For agencies seeking ongoing expert guidance, Word Wizards offers advisory retainer arrangements that provide predictable access to senior consultants for strategic questions, technical challenges, and program oversight.

Demonstrated Advisory Experience

Word Wizards' strategic consulting capabilities are demonstrated through our current engagement with the HUD Exchange through Abt Global. In this ongoing partnership, Word Wizards serves as a thought partner providing agency-level strategic guidance on accessibility compliance. Our role encompasses on-call support, planning, and implementation of strategic objects. We are also coaching HUD technical assistance providers on addressing non-compliant content, strategic input on workflow design and optimization, and recommendations for tools, templates, and training approaches aligned with program goals.

This engagement illustrates our ability to function as an embedded strategic partner—providing the expert perspective agencies need to navigate complex accessibility challenges while building internal capacity for long-term success. Our consultants bring not just technical knowledge, but the practical wisdom gained from solving similar problems across hundreds of engagements over four decades.

Workstream 3: Remediation Planning, Design & Implementation Support

Word Wizards provides expert consulting that helps agencies and their teams plan remediation efforts, implement accessible design principles, and build sustainable content creation workflows. Our implementation support focuses on practical guidance that produces real results—not abstract recommendations, but actionable direction that agency staff can apply immediately.

Because Word Wizards has 25+ years of practical past performance of accessibility projects, our consulting guidance reflects the practical realities that agencies and their teams will encounter. We don't just know what the standards require; we know what works in practice, what leads to problems, and how to build workflows that scale.

Accessible Design Consulting

We review the user experience of persons with disabilities and ensure design principles consider the informational and experiential implications of all criteria required for full compliance with accessibility standards. Our accessible design consulting includes:

- **Document Template Design:** We develop accessible templates for common document types—reports, forms, presentations, publications—that agency staff can use to create compliant content from the outset. Templates incorporate proper heading structures, color contrast compliance, accessible table formats, and other design elements that prevent accessibility issues at the source.
- **Graphic Design Review:** Drawing on our in-house design expertise, our team evaluates visual designs for accessibility compliance, providing specific guidance on color contrast, text sizing, image descriptions, and layout considerations that ensure designs work for all users including those with visual impairments.
- **Accessible User Experiences:** We ensure users relying on assistive technologies can navigate publications, platforms, and websites with fully accessible experiences.

Remediation Planning and Prioritization

For agencies with existing content requiring remediation, Word Wizards provides consulting that helps prioritize efforts and plan efficient remediation workflows:

- **Content Inventory Analysis:** We help agencies catalog existing documents, forms, and multimedia to understand the scope of remediation needs.
- **Risk-Based Prioritization:** Guidance on prioritizing content based on public visibility, legal exposure, user impact, and compliance deadlines.
- **Workflow Design:** Recommendations for remediation workflows that balance quality, efficiency, and resource constraints—whether agencies plan to remediate content internally, engage external vendors, or adopt a hybrid approach. Our recommendations are informed by having operated such workflows ourselves for decades.
- **Quality Assurance Frameworks:** We develop QA processes and checklists that agencies can use to verify remediation quality, including guidance on assistive technology testing with screen readers.
- **Automation Assisted Remediation Testing and Deployment:** Process batches of test content through our new automation / AI assisted remediation platform to see if performance is eligible for high volume pricing using this innovative new system.

Implementation Coaching

Word Wizards provides hands-on coaching that helps agency staff develop practical accessibility skills:

- **Working Sessions:** Collaborative sessions where our experts work alongside agency staff on actual content, demonstrating techniques and providing real-time guidance.
- **Technical Office Hours:** Scheduled availability for agency staff to bring specific questions, challenging documents, or technical issues for expert consultation.
- **Process Documentation:** We develop clear process documentation, style guides, and reference materials that capture institutional knowledge and support consistent accessibility practices.

Workstream 4: Training, Education & Capacity Building

Word Wizards delivers comprehensive training and education services that empower stakeholders at every level to understand regulatory requirements, implement accessibility best practices, and develop the technical skills necessary for long-term compliance success.

Our training programs draw on the same deep expertise that powers our consulting services—decades of hands-on experience making federal documents, forms, and video accessible, combined with current knowledge of evolving standards and technologies. We have trained thousands of content creators, technicians, and accessibility professionals across government, education, and enterprise organizations. This experience enables us to translate complex technical concepts into practical, actionable education.

Training Delivery Formats

Word Wizards delivers training through multiple formats designed to accommodate diverse learning preferences, scheduling constraints, and organizational needs. Our training deliverables include reusable content that agencies can leverage for ongoing staff education and internal training programs:

- **Live Webinars:** Interactive sessions delivered via video conference, enabling real-time Q&A, demonstrations, and collaborative exercises. Webinars can be scheduled as single sessions or extended multi-session programs covering comprehensive curriculum.
- **Pre-Recorded Video Modules:** Self-paced video content that staff can access on their own schedules. Drawing on our video production expertise, we create professional-quality modules with clear narration, screen recordings, and visual demonstrations. Individual modules can be organized into learning paths tailored to specific roles or competency levels.
- **Reference Materials and Tip Sheets:** Concise, practical guides that staff can reference during day-to-day work. PDF reference sheets, quick-start guides, and checklists reinforce training content and provide ongoing support for accessibility tasks.
- **Slide Presentations:** Presentation materials suitable for agency-led internal training sessions, enabling organizations to cascade knowledge throughout their workforce using Word Wizards-developed content.

Target Audiences and Curriculum Focus

Word Wizards tailors training content to the specific needs of different audience segments within public agencies:

- **Leadership and Decision Makers:** Executive-level education on regulatory requirements, compliance obligations, legal risks, and strategic planning for digital accessibility. Content helps leadership understand risk, prioritize investments, and support organizational accessibility initiatives.
- **Content Producers:** Practical training for staff who create documents, forms, videos, and digital content. Topics include accessible authoring techniques in Microsoft Office applications, proper document structure, image descriptions, color contrast requirements, and accessible form design.
- **Technical Staff and Remediators:** In-depth technical training on accessibility remediation technologies, strategies, and best practices. Content covers PDF tagging,

assistive technology testing, evaluation tools, and remediation workflows for agencies developing internal accessibility capacity.

Demonstrated Training Experience

Word Wizards is currently producing modular training videos for the HUD Exchange through Abt Global, creating a series exploring specific accessibility topics for broad educational distribution. This engagement demonstrates our ability to develop professional-quality educational content that translates complex accessibility concepts into practical, actionable guidance.

Additional training experience includes an extended webinar series for the University of Nevada, Reno covering accessible design principles and accessible video production techniques, as well as live webinar sessions for private sector clients educating content producers on creating accessible documents and multimedia from the outset.

Workstream 6: Document & PDF Accessibility Services

Document and PDF accessibility represents a core area of Word Wizards' expertise. Our team has remediated content for federal agencies, state governments, municipalities, educational institutions, and nonprofit organizations—developing proven methodologies that deliver consistent, compliant results across all document types and complexity levels.

Our production experience spans simple text documents to highly complex STEM content, interactive forms with advanced JavaScript functionality, and multilingual publications. This breadth of capability enables us to provide practical consulting guidance grounded in real-world implementation knowledge. We understand not only what the standards require, but how to achieve compliance efficiently across the full range of content agencies produce and publish.

As clarified in the RFP Q&A responses, the specific scope of services for Workstreams 6 and 7—whether consulting and strategy, direct remediation services, or both—is determined by the needs of each PPA. Word Wizards is prepared to deliver the full spectrum of document accessibility services, from strategic consulting through hands-on remediation support.

Consulting Services for Document Accessibility

Word Wizards provides comprehensive consulting services that help agencies establish sustainable document accessibility practices:

- **Accessible Template Development:** We design accessible document templates for Microsoft Word, PowerPoint, Excel, and Adobe InDesign that agency staff can use to create compliant content from the outset. Templates incorporate proper heading structures, accessible table formats, compliant color schemes, and other design elements that prevent accessibility issues before they occur.
- **Style Guide Development:** Comprehensive style guides that document accessibility requirements, best practices, and agency-specific conventions for content creators.
- **Process Design:** We help agencies design document creation and review workflows that incorporate accessibility checkpoints, ensuring compliance is built into content production rather than addressed as an afterthought.
- **Quality Assurance Frameworks:** Development of QA processes, checklists, and testing protocols that agencies can use to verify document accessibility before publication.

Direct Remediation Services

In addition to consulting, Word Wizards provides direct document remediation services for agencies requiring expert-level remediation support. Our remediation capabilities include:

- Full-service accessibility remediation of PDF documents, Microsoft Office files, and Adobe Creative Suite products
- Complex document types including data-heavy reports, statistical publications, multilingual materials, and documents with advanced visual elements
- Interactive form development and remediation with advanced JavaScript functionality—leveraging our in-house programming expertise
- Quality assurance with JAWS and NVDA screen reader testing by DHS Certified Trusted Tester specialists

Our production capacity for document remediation is augmented by our extensive partner network and innovative partnerships with the leading automated remediation technology platform on the market, enabling us to scale efficiently while maintaining quality standards.

Workstream 7: Video, Audio & Multimedia Accessibility Consulting

Video and multimedia accessibility has been a core Word Wizards competency since the earliest days of closed captioning. Our history in this space is unique: we literally built hardware solutions—hand-wiring foot pedals to cassette players—to make transcription practical before modern software existed. That pioneering spirit continues today as we deploy AI-enhanced workflows while maintaining the human oversight essential for quality compliance.

Our enterprise-level Captioning Analysis studies provided the quality metrics that helped IBM launch the first AI-driven closed captions for live news and sports broadcasts. We understand multimedia accessibility not just as practitioners, but as innovators who have helped shape the industry's technological evolution.

Multimedia Accessibility Consulting

Our consulting services for video and multimedia content include:

- **Requirements Assessment:** We help agencies understand which content requires captions, transcripts, audio descriptions, or other accommodations based on applicable standards and content characteristics.
- **Workflow Design:** Recommendations for accessible media production workflows that integrate accessibility from content planning through final delivery—informed by our decades of production experience.
- **Vendor Selection Guidance:** Criteria and specifications for agencies selecting third-party captioning or media accessibility vendors, drawing on our knowledge of the market landscape.
- **Quality Standards:** Development of caption style guides, audio description standards, and quality assurance processes tailored to agency content types and audiences.

Direct Multimedia Services

Word Wizards also provides direct multimedia accessibility compliance services including:

- Compliant captioning services with professional accuracy standards
- Audio description services at multiple complexity levels, including SAIV (Synthetic AI Voice) for cost-effective production

Section 1.2: Pricing Structure

Word Wizards offers transparent, competitive pricing for consulting and professional services under this contract. Our pricing structure is designed to provide flexibility for agencies with varying needs and budget constraints.

Consulting and Advisory Services

Service Category	Rate	Unit
Strategic Advisory / Program Planning	\$175.00 - \$250.00	Per Hour
Senior Consulting / Technical Advisory	\$150.00 - \$200.00	Per Hour
Content Assessment / Design Review	\$125.00	Per Hour
Project Management / Coordination	\$125.00	Per Hour

Training Services

Service Category	Rate	Unit
Live Webinar Delivery	\$200.00	Per Hour
Custom Curriculum Development	\$165.00	Per Hour
Video Module Production	\$75.00 - \$200.00	Per Finished Minute
Reference Materials Development	\$125.00	Per Hour

Core Remediation Services – Flat Hourly Rates

The following flat hourly rates apply to document and forms remediation services. Labor hours are estimated using our proprietary matrix based on document complexity and element counts:

Core Remediation Services	Rate
Document Remediation (PDF, DOCX, PPT, XLSX): Standard remediation of PDF and MS Office documents (Word, PowerPoint, Excel) to achieve WCAG 2.2 AA compliance. Includes tagging, reading order, alt text creation, table structure, and all elements required for full accessibility.	\$115.00/hour

Core Remediation Services	Rate
Forms Remediation: Making existing PDF forms accessible, including field labeling, tab order, tooltips, and screen reader compatibility for forms with standard fields and functionality.	\$120.00/hour
Forms Development / Custom Programing: Advanced programming for interactive PDF forms with calculations, validation scripts, conditional logic, and database integration.	\$135.00/hour

Automation-Enhanced (AE) High-Volume Processing

Service	Rate
Automated Remediation	\$5.00-\$12.00/page

The per-page rate varies based on document performance, content complexity, level of performance validation applies, or additional manual human remediation required to achieve agency compliance objectives.

Document Complexity Assessment Matrix

The following matrix identifies the document elements assessed when estimating labor hours for remediation. Each element type adds complexity and time to the remediation process. Our proprietary calculator uses this matrix to provide accurate, consistent estimates:

Document Element	Unit of Measure
Text Matter	Page
Text Matter (OCR)	Page
TOC and/or Index	Page
Simple Alt Text Images	Image
Complex Alt Text Images	Image
Alt Text Simple Tables/Charts	Table/Chart
Alt Text Complex Tables/Charts	Table/Chart
Links, Functional Elements, Footnotes	Item

Definition of Document Elements

Document Element	Description
Text Matter	Pages that contain formatted searchable text.
Text Matter (OCR)	Pages that are not searchable text that require optical character recognition.
TOC and/or Index	Table of Contents or Index that contain links that need to be hyperlinked throughout the document.
Simple Alt Text Images	Photographs and graphics that can be conveyed in a short phrase or sentence(s).
Complex Alt Text Images	Images and data that require analysis of complex images and statistical data that is not searchable text that must be described and require a two-part text alternative, short phrase plus long description required.
Alt Text Simple Tables/Charts	Tables with 1-4 columns and rows and charts that have simple data.
Alt Text Complex Tables/Charts	Tables with multiple levels of row or column headers and headers that span multiple rows or columns and charts that contain many levels of statistical data.
Links, Functional Elements, Footnotes	Elements that add additional time to the process and require specific tagging to remediate.

Additional Professional Services – Hourly Rates

The following additional services are available at separate hourly rates when required:

Additional Professional Services	Rate
Document Formatting / Graphic Layout / Color Compliance: Provide formatting in native productive software, Adobe Creative Cloud software and MS Office. Often required to fix content issues at the source to ensure remediation is possible.	\$115.00/hour
Copy Editing / Proofreading: Revise copy to improve readability, accuracy, clarity, spelling, grammatical structure, and style.	\$105.00/hour
Subject Matter Expert Consultation: Direct access to remediation and regulatory SMEs for practical task-based solutions, technical support, and advisory guidance on real world scenarios.	\$150.00 - \$250.00/hour

Additional Professional Services	Rate
Administrative Support: Administrative tasks and managerial responsibilities supporting the contract requiring substantial labor hours and effort.	\$150.00/hour
Custom Development (API, SSO, Buildouts, Integrations, etc.): Custom programming services to create tailored solutions or adjustment to existing products to conform with client requirements and goals.	\$125.00 - \$350.00/ hour

Video Compliance Services

Video content is also required to comply with accessibility standards. While this RFP was written for document remediation, video services may be needed if PPAs encounter video content on their sites or documents contain embedded video content or links to hosted videos for end users:

Video Compliance Services	Rate	Minimum
Human Transcript (no captions)	\$3.25/minute	\$50.00
Captions (AI Transcript – AI Timing)	\$3.50/minute	\$100.00
Captions (Human Transcript – AI Timing)	\$4.68/minute	\$100.00
Captions (Human Transcript – Human Timing)	\$9.40/minute	\$100.00
Audio Description – Light Complexity	\$10.50/minute	\$200.00
Audio Description – Moderate Complexity	\$15.75/minute	\$300.00
Audio Description – High Complexity	\$21.00/minute	\$400.00
Audio Description – Ultra-High Complexity (Low)	\$26.25/minute	\$500.00
Audio Description – Ultra-High Complexity (High)	\$42.00/minute	\$600.00+

Video Accessibility Surcharges and Additional Services

Surcharges

The following surcharges apply based on content characteristics and special requirements:

Surcharge Category	Additional Cost
Audio Quality Issues - Level 1 (moderate quality issues, accented speech, background noise)	+\$0.50/minute
Audio Quality Issues - Level 2 (persistent distortion, heavily impaired speech, advanced STEM/legal content, continuous crosstalk)	+\$1.00/minute
Human Native Captioning (if audio quality or other factors cause AI timing tool to fail)	+\$5.00/minute
Audio Restoration (Removal of noise / distortion)	+\$2.00/minute
Time Code (00, offset, time of day)	+\$0.50/minute
Time Code (Analog SMTPE)	+\$1.00/minute

Media Conversion Services

Word Wizards can accept content in various formats. The following rates apply for media that requires conversion or digitization before transcription/captioning:

Media Conversion Services	Rate
Analog Tape Digitization (Cassette / VHS / BETACAM)	\$40.00 per hour of tape (2-hour minimum per request)
DVD Rip or Digital Media Rip	\$25.00 per file

Rush Delivery Fees

Word Wizards will honor the standard delivery rates for the page amounts listed above. For requests above this threshold of pages, but still requiring priority delivery, the following rush rates will apply as a percentage increase from standard hourly rates:

Rush Service Turnaround Time	Percentage Increase from Standard Rates
Same business day (under 4 hours)	+150%
Same business day (over 4 hours)	+100%
1 business day	+75%
2 business days	+50%
3-4 business days	+25%

Volume-Based and Portfolio-Based Pricing Models

Word Wizards offers the following volume-based pricing considerations for PPAs under this cooperative contract:

- **High-Volume Projects – Human/AI Hybrid:** For projects with large batches applicable content with minimal visual data, PPAs are eligible for further discounts off our Human-AI Hybrid Workflow rates posted here.
- **Enterprise/Portfolio Engagements:** For PPAs with significant ongoing accessibility remediation needs (e.g., state agencies, large municipalities), Word Wizards is prepared to discuss customized service agreements that may include dedicated resources, priority scheduling, and volume-based rate adjustments.

Discounts Offered Through This AFI/Edge Public Cooperative Contract

Discounts by Service Type

- **Remediation Services:** The flat hourly rates offered through this cooperative contract represent competitive pricing established through our experience with federal government contracts and are extended to all PPAs regardless of individual agency volume.
- **High-Volume Projects:** Our Automation assisted workflows provide significant cost savings for large batches of consistently formatted content. Agencies who purchase significant volumes may receive and negotiate additional discounts depending on the results of the performance of the Automation enhanced AI assisted remediation tool.
- **Video Services:** Bulk discounts available for captioning and audio description projects depending on volume, project requirements, and delivery time.
- **Full Platform Integration / Custom Development:** Agencies who pursue the track of building out integrations with our high-volume automated remediation systems may negotiate substantial discounts of the presented rates.

Discounts Based on Volume, Term Length, or Aggregated Cooperative Usage

- Word Wizards is committed to working with AFI and Edge Public to explore additional discount structures as aggregated cooperative usage grows, potentially including tiered volume discounts for the cooperative as a whole.

Most-Favored Customer Pricing Commitment

Word Wizards confirms that the pricing proposed under this AFI/Edge Public cooperative contract is equal to or better than pricing we offer to individual public entities or other cooperatives with comparable or lower volume.

Section 1.3: Changes, Additions & Warranties

Changes: Changes or modifications to the service agreement may be negotiated and adopted if agreed to in writing by both parties.

Pricing for New Services and Capabilities

When Word Wizards introduces new products, modules, or service capabilities during the contract term, we commit to the following pricing principles:

- New services will be priced at or below comparable market rates, maintaining the cooperative-level value established in this contract.
- New service pricing will be submitted to AFI and Edge Public for review and incorporation into the contract through appropriate amendment procedures.
- Existing PPAs utilizing the contract will receive notification of new service availability and will have access to new capabilities at the same cooperative pricing as newly onboarding agencies.

This approach ensures that as Word Wizards' capabilities expand, whether through enhanced automation, new document types, additional multimedia services, or platform integrations, PPAs benefit from continued competitive pricing without renegotiation or separate procurement actions.

Remediation Quality and Rework Policy

- **Full-Service Expert Remediation:** Word Wizards guarantees 100% compliance with applicable WCAG 2.1 AA / 2.2 AA, Section 508, and PDF/UA standards for all documents processed through our full-service track. If any document delivered under manual remediation fails to meet compliance standards upon agency review or third-party audit, Word Wizards will remediate the identified issues at no additional cost until full compliance is achieved.
- **Automation-Enhanced (AE) Processing:** Documents processed through our automation-enhanced workflow typically achieve 95% or higher compliance through automated processing, with human validation of a random sampling to ensure performance. Any documents falling below this threshold or failing subsequent compliance review can be escalated to manual remediation processing to be made fully compliant for additional labor hours. Full third-party automated compliance reports are provided for every document processed in this model. For practical purposes, in extremely high-volume scenarios 95% compliance for hundreds of thousands of pages can be deemed an acceptable range of success considering the significant savings offered at such a scale.
- **Rework Policy:** Our rework commitment extends for 90 days following document delivery. If a compliance issue attributable to our work is identified within this period on manually remediated deliverables, Word Wizards will correct the issue promptly at no cost. Deficiencies arising from source file limitations or changes made to the document after approval for remediation will be billed at the applicable rates. For automated remediation deliverables, rework requests can be made for documents that fall below the 95% threshold of compliance to be billed at the standard hourly remediation labor rates.

Section 1.4: Cooperative & Administrative Fee

Word Wizards acknowledges and agrees to the 5% administrative fee structure for this cooperative contract, as confirmed in the RFP Q&A responses. We commit to accurate monthly sales reporting and timely fee remittance in accordance with the Contract Sales Report template provided in Exhibit H and payment via ACH to Edge Public's designated financial institution.

Our pricing has been developed with the administrative fee structure in mind, ensuring that our rates remain competitive and provide strong value to participating agencies while supporting the cooperative program's sustainability.

Section 1.5: Additional Information

No Accessibility Overlays: Word Wizards does not use, recommend, or resell accessibility overlay products or automated "quick fix" solutions that claim to achieve compliance through JavaScript widgets or similar technologies. Our approach focuses on genuine remediation that addresses accessibility barriers at the source.

Standards Alignment: All consulting guidance and remediation services are aligned with WCAG 2.1 AA, WCAG 2.2 AA, Section 508, ADA Title II, and applicable state accessibility requirements.

DOJ Deadline Readiness: Our service delivery and advisory guidance are structured to help agencies meet the April 24, 2026 deadline (for entities serving 50,000+ people) and April 26, 2027 deadline (for smaller entities) established by the DOJ's final rule on web accessibility.

Consulting Focus: This proposal responds to AFI's solicitation for consulting and professional services. Any software tools used in service delivery are internal to Word Wizards' operations and are not offered as standalone licensed products under this contract.

Additional Pricing Proposals

Beyond our standard pricing structure, Word Wizards offers several additional pricing models designed to address specific PPA needs and encourage broader adoption of accessibility compliance across the cooperative.

Pilot Pricing for New Engagements

For PPAs new to document accessibility remediation or uncertain about scope requirements, Word Wizards offers pilot engagement pricing. A pilot engagement allows an agency to submit a representative sample of documents (typically 50-100 pages across multiple document types) at our standard rates, receiving full remediation plus a detailed assessment report. This report analyzes the agency's document portfolio characteristics, identifies content categories suitable for manual remediation versus AE processing, and provides a projected cost model for broader remediation efforts. Pilot engagements help agencies make informed decisions about scope and budgeting without committing to large-scale projects upfront.

Starter Packages for Small Entities

Recognizing that smaller municipalities, special districts, and nonprofit organizations face the same DOJ compliance deadlines as larger entities but often with more constrained budgets, Word Wizards offers starter packages designed for smaller-scale engagements:

- **Small Entity Starter Package:** Remediation of up to 250 pages of mixed content at a 5% discount from standard matrix rates, including compliance certification for each document.

Enterprise Bundles and High-Volume Licensing

For large agencies, state-level deployments, or consortia of PPAs with substantial ongoing remediation needs, Word Wizards offers enterprise-level arrangements:

High-Volume Processing Agreements: Agencies committing to annual volumes exceeding 100,000 pages are eligible for volume-based rate reductions and priority scheduling.

High-Volume Platform Licenses: For agencies with ongoing, high-capacity remediation needs, Word Wizards can structure licensing arrangements for the Accessibility On-Demand platform. These licenses enable agencies to process documents at scale through our automation-enhanced workflow, with pricing structured around annual volume tiers rather than per-page rates. This model is particularly advantageous for agencies with continuous document production requiring ongoing accessibility processing.