

Solicitation:	SW0135	Statewide Advertising & Marketing Services
Section:	E.3.8	Supplier's Rates
Reference:	E.3.8	Supplier's Rates
Service Entity:	Candor	



Rates

Candor's standard rates for State services are included in the following table:

Service	Standard Rate
Creative & content production (excluding video)	\$125/hour
Video	Fixed fee quote, depending on specifications
Social media	\$125/hour
Account/campaign management	\$150/hour
Public relations	\$150/hour
Crisis counsel (requiring priority response)	\$295/hour

Candor's pricing may vary by Statement of Work, depending on the

- scope of work to be performed,
- risk to be assumed by Candor,
- volume of hours required, and
- how quickly deliverable turnaround is requested.