

FINANCIALS

- App & Web Development
 - Senior Developer = \$125/hour
 - Junior Developer = \$75/hour
- Digital & Mobile Advertising
 - Agency Commission = 20% of ad spend
 - Creative = \$85 per online creative
- Social Media Marketing
 - Research, Creative, Posting = \$55/hour
- Video
 - On Site Shoot = \$150/hour
 - Video Editing = \$65/hour
- Annual App Hosting & Maintenance
 - \$2400/annually
 - *includes 10 hours of updates per year.

Budget Transparency

Purplegator will provide budget transparency on all of its media buys. What that means for you is that you will know exactly how much of your advertising budget goes to pay the media publishers and how much is retained by Purplegator. The agency commission is set at 20%. For this, you will get the strategy, targeting, third party data, creative design, A/B and multivariate testing, and optimization. There are no additional fees involved with the advertising campaign.

With all of our campaigns, the State of Oklahoma will know exactly how much of its budget went to publishers and how much Purplegator earned for its efforts. From other vendors, be sure to completely understand what they spent on advertising, devoid of any rebates, volume discounts, or other forms of financial trickery.