

**7.8 Section Eight: Pricing (Will not be held Confidential)**  
**EXHIBIT 03: Rate Card Template**

**Instructions**  
 Provide total cost or hourly "not-to-exceed" rates for each level and category as applicable.  
 - For each category, list the services titles you support.  
 - If you are attaching a supplementary PDF with prices, please select YES on the "Attached File" Drop down Menu related to the category, and then provide the file name. It is acceptable to have an attached PDF file that covers multiple categories.  
**\*Pricing must include travel and delivery costs**

Categories	List Services Provided (Items in Red are meant as examples. Add more lines as needed or attach a .pdf)	Cost Per Hour/Month	Cost per Project	% Rate Increase 2nd year	% Rate Increase 3rd year	% Rate Increase 4th year	% Rate Increase 5th year
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<b>Category I</b> <b>Web-Based, Social &amp; Emerging Media Services</b>	Social Media Strategist	\$150/hour	--	Anticipated Rate Increases for Years 2-5 are 1-3% annually.	Anticipated Rate	Anticipated Rate	Anticipated Rate Increases for Years
	Project Manager	\$135/hour	--	Anticipated Rate Increases for Years 2-5 are 1-3% annually.	Anticipated Rate	Anticipated Rate	Anticipated Rate Increases for Years
	Data Analyst	\$125/hour	--	Anticipated Rate Increases for Years 2-5 are 1-3% annually. However, external fluctuations in inflation and labor rates may impact the anticipated rate increases.	Anticipated Rate Increases for Years 2-5 are 1-3% annually. However, external fluctuations in inflation and labor rates may impact the anticipated rate increases.	Anticipated Rate Increases for Years 2-5 are 1-3% annually. However, external fluctuations in inflation and labor rates may impact the anticipated rate increases.	Anticipated Rate Increases for Years 2-5 are 1-3% annually. However, external fluctuations in inflation and labor rates may impact the anticipated rate increases.
	Emerging Media Buyer	\$125/hour	--	Anticipated Rate Increases for Years 2-5 are 1-3% annually. However, external fluctuations in inflation and labor rates may impact the anticipated rate increases.	Anticipated Rate Increases for Years 2-5 are 1-3% annually. However, external fluctuations in inflation and labor rates may impact the anticipated rate increases.	Anticipated Rate Increases for Years 2-5 are 1-3% annually. However, external fluctuations in inflation and labor rates may impact the anticipated rate increases.	Anticipated Rate Increases for Years 2-5 are 1-3% annually. However, external fluctuations in inflation and labor rates may impact the anticipated rate increases.
Attached File?	Name of File:		None				

<b>Category II</b> <b>Client Services</b>	Executive Sponsor	\$195/hour	--	Anticipated Rate Increases for Years 2-5 are 1-3% annually. However, external fluctuations in inflation and labor rates may impact the anticipated rate increases.	Anticipated Rate Increases for Years 2-5 are 1-3% annually. However, external fluctuations in inflation and labor rates may impact the anticipated rate increases.	Anticipated Rate Increases for Years 2-5 are 1-3% annually. However, external fluctuations in inflation and labor rates may impact the anticipated rate increases.	Anticipated Rate Increases for Years 2-5 are 1-3% annually. However, external fluctuations in inflation and labor rates may impact the anticipated rate increases.
	Creative Director	\$170/hour	--	Anticipated Rate Increases for Years 2-5 are 1-3% annually. However, external fluctuations in inflation and labor rates may impact the anticipated rate increases.	Anticipated Rate Increases for Years 2-5 are 1-3% annually. However, external fluctuations in inflation and labor rates may impact the anticipated rate increases.	Anticipated Rate Increases for Years 2-5 are 1-3% annually. However, external fluctuations in inflation and labor rates may impact the anticipated rate increases.	Anticipated Rate Increases for Years 2-5 are 1-3% annually. However, external fluctuations in inflation and labor rates may impact the anticipated rate increases.
	Project Manager	\$135/hour	--	Anticipated Rate Increases for Years 2-5 are 1-3% annually. However, external fluctuations in inflation and labor rates may impact the anticipated rate increases.	Anticipated Rate Increases for Years 2-5 are 1-3% annually. However, external fluctuations in inflation and labor rates may impact the anticipated rate increases.	Anticipated Rate Increases for Years 2-5 are 1-3% annually. However, external fluctuations in inflation and labor rates may impact the anticipated rate increases.	Anticipated Rate Increases for Years 2-5 are 1-3% annually. However, external fluctuations in inflation and labor rates may impact the anticipated rate increases.
	Client Service Manager	\$135/hour	--	Anticipated Rate Increases for Years 2-5 are 1-3% annually. However, external fluctuations in inflation and labor rates may impact the anticipated rate increases.	Anticipated Rate Increases for Years 2-5 are 1-3% annually. However, external fluctuations in inflation and labor rates may impact the anticipated rate increases.	Anticipated Rate Increases for Years 2-5 are 1-3% annually. However, external fluctuations in inflation and labor rates may impact the anticipated rate increases.	Anticipated Rate Increases for Years 2-5 are 1-3% annually. However, external fluctuations in inflation and labor rates may impact the anticipated rate increases.







