

**7.8 Section Eight: Pricing (Will not be held Confidential)**

**EXHIBIT 03: Rate Card Template**

**Instructions** -For each category, list the services titles you support. Provide total cost or hourly "not-to-exceed" rates for each level and category as applicable.  
 - 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	
<b>Category I Web-Based, Social &amp; Emerging Media Services</b>	Media Platform A:							
	Media Platform X:							
	Any emerging media platforms:							
	<b>SOCIAL MEDIA</b>							
	Social Media Graphic Design	\$75/hour	\$75/hour	3%	3%	3%	3%	
	Social Media Management & Engagement	\$75/hour	\$75/hour	3%	3%	3%	3%	
	Social Media Buying (ie- Facebook, Instagram, LinkedIn)	Total Gross Ad cost charged by media (all fees charged by media)	Total Gross Ad cost charged by media (all fees charged by media)	No increase	No increase	No increase	No increase	
	<b>WEB-BASED/EMERGING SERVICES</b>							
	Online Graphic Design	\$75/hour	\$75/hour	3%	3%	3%	3%	
	Web Media Buying (ie- Google AdWords, Bing, Youtube)	Total Gross Ad cost charged by media (all fees charged by media)	Total Gross Ad cost charged by media (all fees charged by media)	No increase	No increase	No increase	No increase	
	Website Design & Development	\$75/hour	\$75/hour	3%	3%	3%	3%	
	Website Re-Design	\$75/hour	\$75/hour	3%	3%	3%	3%	
	Website Maintenance	\$75/hour	\$75/hour	3%	3%	3%	3%	
	Website Additions/Updates (ie- Adding a page)	\$75/hour	\$75/hour	3%	3%	3%	3%	
	Website Accessibility	Fixed fee quote, depending on specifications	Fixed fee quote, depending on specifications	Fixed fee quote, depending on specifications	Fixed fee quote, depending on specifications	Fixed fee quote, depending on specifications	Fixed fee quote, depending on specifications	
	E-Commerce Design	\$125/hour	\$125/hour	3%	3%	3%	3%	
	E-Commerce Additions/Updates (ie- Adding a page)	\$125/hour	\$125/hour	3%	3%	3%	3%	
	Ecourses & Members Area Website	\$75/hour	\$75/hour	3%	3%	3%	3%	
	App Design & Development	\$125/hour	\$125/hour	3%	3%	3%	3%	
	App Updates (ie- Adding a page)	\$125/hour	\$125/hour	3%	3%	3%	3%	
	Annual Web & App Hosting	\$200-\$1,000/month depending on # of pages & content	3%	3%	3%	3%	3%	
	Video Editing	\$125/hour	\$125/hour	3%	3%	3%	3%	
	Video Production/Onsite Shoot	Fixed fee quote, depending on specifications	Fixed fee quote, depending on specifications	Fixed fee quote, depending on specifications	Fixed fee quote, depending on specifications	Fixed fee quote, depending on specifications	Fixed fee quote, depending on specifications	
	Video Social Media	\$75/hour	\$75/hour	3%	3%	3%	3%	
	Content Writing/Editing/Copywriting/Blogging	\$75/hour	\$75/hour	3%	3%	3%	3%	
	Purchase of photos	\$70 & up per photo, depending on photo	\$70 & up per photo, depending on photo	3%	3%	3%	3%	
	Commercial Photography	Fixed fee quote, depending on specifications	Fixed fee quote, depending on specifications	Fixed fee quote, depending on specifications	Fixed fee quote, depending on specifications	Fixed fee quote, depending on specifications	Fixed fee quote, depending on specifications	
	Listing Management	\$75/location per month	\$75/location per month	3%	3%	3%	3%	
	Reputation Management	\$250/location per month	\$250/location per month	3%	3%	3%	3%	
	Email Marketing	\$70/hour (add'l costs may apply for monthly platform)	\$70/hour (add'l costs may apply for monthly platform)	3%	3%	3%	3%	
	Job Board Placement (ie- Indeed, Glassdoor, ZipRecruiter)	Total Gross Ad cost charged by media (all fees charged by media)	Total Gross Ad cost charged by media (all fees charged by media)	No increase	No increase	No increase	No increase	
	Employment Job Board Branding	Fixed fee quote, depending on specifications	Fixed fee quote, depending on specifications	Fixed fee quote, depending on specifications	Fixed fee quote, depending on specifications	Fixed fee quote, depending on specifications	Fixed fee quote, depending on specifications	
	Analytic Metric Reporting	\$75/hour	\$75/hour	3%	3%	3%	3%	
	Behavioral targeting/Geotargeting	Total Gross Ad cost charged by media (all fees charged by media)	Total Gross Ad cost charged by media (all fees charged by media)	No increase	No increase	No increase	No increase	
	Search Engine Optimization	\$105/hour	\$105/hour	3%	3%	3%	3%	
	Text Messaging	Fixed fee quote, depending on specifications	Fixed fee quote, depending on specifications	Fixed fee quote, depending on specifications	Fixed fee quote, depending on specifications	Fixed fee quote, depending on specifications	Fixed fee quote, depending on specifications	
	Podcasts	Fixed fee quote, depending on specifications	Fixed fee quote, depending on specifications	Fixed fee quote, depending on specifications	Fixed fee quote, depending on specifications	Fixed fee quote, depending on specifications	Fixed fee quote, depending on specifications	
	Pricing may vary, depending on statement of work, scope of work, hours performed and turnaround time requested.							
	Attached File?	Name of File:		(say name of document here...)				
	<b>Category II Client Services</b>	Event Planning	\$125/hour. Cost based on scope of project work	\$125/hour. Cost based on scope of project work	3%	3%	3%	3%
		Event Support	\$125/hour. Cost based on scope of project work	\$125/hour. Cost based on scope of project work	3%	3%	3%	3%
		Public Relations	\$125/hour. Cost based on scope of project work	\$125/hour. Cost based on scope of project work	3%	3%	3%	3%
		Media Buying	Total Gross costs charged &/or production by media (all fees charged by media)	Total Gross costs charged &/or production by media (all fees charged by media)	No increase	No increase	No increase	No increase
		Pricing may vary, depending on statement of work, scope of work, hours performed and turnaround time requested.						
	Attached File?	Name of File:						
<b>Category III Creative Services</b>	Arts & Graphic Design:	\$75/hour	\$75/hour	3%	3%	3%	3%	
	Video Production	Fixed fee quote, depending on specifications	Fixed fee quote, depending on specifications	Fixed fee quote, depending on specifications	Fixed fee quote, depending on specifications	Fixed fee quote, depending on specifications	Fixed fee quote, depending on specifications	
	Content Writing/Editing/Blogging	\$75/hour	\$75/hour	3%	3%	3%	3%	
	Purchase of photos	\$70 & up per photo, depending on photo	\$70 & up per photo, depending on photo	No increase	No increase	No increase	No increase	
	Commercial Photography	Fixed fee quote, depending on specifications	Fixed fee quote, depending on specifications	Fixed fee quote, depending on specifications	Fixed fee quote, depending on specifications	Fixed fee quote, depending on specifications	Fixed fee quote, depending on specifications	
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<b>Category IV Advertising and Marketing Services</b>	<b>PRINT/MEDIA BUYS</b>							
	Print Graphic Design	\$75/hour	\$75/hour	3%	3%	3%	3%	
	Content Writing/Editing/Blogging	\$75/hour	\$75/hour	3%	3%	3%	3%	
	Market Research	\$75/hour	\$75/hour	3%	3%	3%	3%	
	Print Media Buying	Total Gross Ad cost charged by media (all fees charged by media)	Total Gross Ad cost charged by media (all fees charged by media)	No increase	No increase	No increase	No increase	
	Diversity Print Media Buying	Total Gross Ad cost charged by media (all fees charged by media)	Total Gross Ad cost charged by media (all fees charged by media)	No increase	No increase	No increase	No increase	
	Radio Media Buying	Total Gross Ad cost charged & production by media (all fees charged by media)	Total Gross Ad cost charged & production by media (all fees charged by media)	No increase	No increase	No increase	No increase	
	TV Media Buying	Total Gross Ad cost charged & production by media (all fees charged by media)	Total Gross Ad cost charged & production by media (all fees charged by media)	No increase	No increase	No increase	No increase	
	Billboard/Outdoor Media Buying	Total Gross Ad cost charged & production/installation by media (all fees charged by media)	Total Gross Ad cost charged & production/installation by media (all fees charged by media)	No increase	No increase	No increase	No increase	
	Transit Media Buying	Total Gross Ad cost charged & production/installation by media (all fees charged by media)	Total Gross Ad cost charged & production/installation by media (all fees charged by media)	No increase	No increase	No increase	No increase	
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	Employment Job Board Branding	Fixed fee quote, depending on specifications	Fixed fee quote, depending on specifications	Fixed fee quote, depending on specifications	Fixed fee quote, depending on specifications	Fixed fee quote, depending on specifications	Fixed fee quote, depending on specifications	
	Public Notice/Legal Advertising Placement	Total Gross Ad cost charged by media	Total Gross Ad cost charged by media	No increase	No increase	No increase	No increase	
	Analytic Metric Reporting	\$75/hour	\$75/hour	3%	3%	3%	3%	
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