

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	
Category I Web-Based, Social & Emerging Media Services	Online Marketing All Organic and Paid Marketing Channel Content Applies StoryBrand Copywriting	\$195 Blended Rate Per Hour	N/A	5%	5%	5%	5%	
	Website Development Wordpress UX/UI Landing Pages	\$195 Blended Rate Per Hour	N/A	5%	5%	5%	5%	
	Mobile Phone Application Development Custom Apps Private Apps	\$195 Blended Rate Per Hour	N/A	5%	5%	5%	5%	
	Other Emerging Methods, Platforms, and Technologies IP Ads (targeted lists and location-based platforms)	\$195 Blended Rate Per Hour	N/A	5%	5%	5%	5%	
	Social Media Channels and Distribution Channels: Facebook Instagram X LinkedIn Foursquare Snapchat Organic and paid and marketing strategies Hootsuite (included in pricing for every channel)	\$195 Blended Rate Per Hour	N/A	5%	5%	5%	5%	
	Google Ads: Pay-Per-Click Search Display Video Mobile YouTube	\$195 Blended Rate Per Hour	N/A	5%	5%	5%	5%	
	SEO: Blogging and Microblogging Wikis Website Content	\$195 Blended Rate Per Hour	N/A	5%	5%	5%	5%	
	Email Marketing Platforms for Distribution: Mailchimp Constant Contact HubSpot Salesforce CRM SMS 360	\$195 Blended Rate Per Hour	N/A	5%	5%	5%	5%	
	Attached File?		Name of File:					
	Category II Client Services	Marketing Event Planning and Support: Graphic Design Backdrop Graphic Imprinted Signs and Panels Surveys	\$195 Blended Rate Per Hour	N/A	5%	5%	5%	5%
Business Development Management Consulting and Implementation: Account Expansion Methodology Referral Methodology Word of Mouth Methodology Content Marketing Lead Generation Methodology Enterprise Sales Methodology		\$195 Blended Rate Per Hour	N/A	5%	5%	5%	5%	
Salesforce CRM Services: Business Development Data Science, Data Procurement, and Data Management Open Stakeholder Pipeline Management Systems Closed Won/Closed Lost Stakeholder Management System Business Development Open/Closed Task Activity Management Systems Stakeholder Assignments, List Views, Workflows, and Training Systems Email Templates and Appointment Calendaring Systems Reports and Dashboards		\$195 Blended Rate Per Hour	N/A	5%	5%	5%	5%	
SMS 360 Business Development Services: Automated, Personalized Email Templated and Manual Communications Automated, Personalized Plain Text and SMS Text Templated and Manual Communications Automated, Personalized Email Templated and Manual Communications		\$195 Blended Rate Per Hour	N/A	5%	5%	5%	5%	
Stakeholder Lead Capture Services: Website Forms Landing Page Forms Event Registration and Request Forms		\$195 Blended Rate Per Hour	N/A	5%	5%	5%	5%	
Project Management Services:		\$195 Blended Rate Per Hour	N/A	5%	5%	5%	5%	
Quality Assurance Services:		\$195 Blended Rate Per Hour	N/A	5%	5%	5%	5%	
Public Relations Services: Research Planning Communication Dialogue and Evaluation Organization's Interest Level Digital and Traditional Collateral Development In-Person, Direct Communication (Distribution channels may include, but are not limited to print channels, email newsletters, blogs, social media, other social networks, and other online marketing channels.)		\$195 Blended Rate Per Hour	N/A	5%	5%	5%	5%	
Attached File?			Name of File:					
Category III Creative Services		Arts & Graphic Design: Images, Patterns, Layouts, and Other Graphic Design Sketches, Drawings, and Publication Designs Typographic Layouts Custom and Stock Artwork - Digital and Traditional (Included: Copywriting and Technical Writing Services)	\$195 Blended Rate Per Hour	N/A	5%	5%	5%	5%
	Commercial Photography: Professional pictures developed into various sizes and formats Hard copy and digital pictures	\$195 Blended Rate Per Hour	N/A	5%	5%	5%	5%	
	Video Production: Public Awareness Videos Education Videos Training Videos Brand Message Development and Delivery (Services include production, content, quality assurance, and clarity approvals. All project management, content development, creative scripting, talent acquisition, location scouting, filming, and editing.)	\$195 Blended Rate Per Hour	N/A	5%	5%	5%	5%	
Attached File?		Name of File:						

<p style="text-align: center;">Category IV Advertising and Marketing Services</p>	<p>Marketing: Strategic Planning and Marketing Investment Channel Allocation Data Science-Driven Stakeholder Nichel Development and Targeting Targeting Data Procurement Existing Data Cleansing Data Enhancing w/Appended Demographics, Psychographics, and other Ideal Stakeholder Attributes Brand Development and Establishing Brand Guidelines Digital and Traditional Graphic Design Copywriting Radio Spots Development & Production Event Materials Development Email Campaigns Organic Social Media Mobile Application Development (Custom and Templated) Search Engine Optimization and Outreach WordPress Website and Landing Page Development Media Placement (OTT, IP Targeting, and IP Rewind) Marketing and Customer Relationship Management Technology Stack Integration Metric Reporting and Visual Dashboard Development and Monitoring.</p> <p>(Marketing campaigns listed above may include the application of focus groups, videos, Public Service Announcements (PSAs) through the use of commercials and radio spots. It may also include mainstream and ethnic-based TV and radio advertising reach through targeted programming and pre-/post-campaign evaluations. The development and production are included.</p>	\$195 Blended Rate Per Hour	N/A	5%	5%	5%	5%
	<p>Advertising: Targeting and Ad Development and Production (drafts, proof, edits and finals) Positioning of specific messaging content in any identified or to be-identified approved mainstream and ethnic communication mediums Newspaper Ads Magazine Ads Broadcast Media Ads Advertising Media Ads Paid Social Media Ads Direct Mail Advertising Billboard Ads Posters and Wall Ads Bus Transit Ads Ads on Apparel and Promotional Items IP Targeting Ads IP Rewind Ads OTT Ads Local App and Live Stream Ads Google Display Ads Google Pay-per-Click Search Ads Google Video Ads Google Mobile Ads Google Retargeting Ads AdRoll Retargeting Ads.</p> <p>(Includes services to promote awareness, disseminate information, enable public understanding of complex technical and social issues, etc.)</p>	\$195 Blended Rate Per Hour	N/A	5%	5%	5%	5%
Attached File?		Name of File:					
<p style="text-align: center;">Category V Integrated Marketing Services</p>	Includes all services offered under Categories I-IV and Categories VII-VIII. The Integrated Marketing Services Category is broad in scope so that departments can develop scopes of work that may require a variety of services offered under this contract.	\$195 Blended Rate Per Hour	N/A	5%	5%	5%	5%
	Integrated Marketing Services encompass data sciences and data management, management consulting, digital and traditional marketing and advertising (organic and paid) and business automation. These components are seamlessly integrated into a cohesive strategic marketing plan that allocates the client's financial resources efficiently and effectively to achieve their goals.	\$195 Blended Rate Per Hour	N/A	5%	5%	5%	5%
Attached File?		Name of File:					
<p style="text-align: center;">Category VI Value Proposals</p>	IP Targeting Ads	\$195 Blended Rate Per Hour	N/A	5%	5%	5%	5%
	IP Rewind Ads	\$195 Blended Rate Per Hour	N/A	5%	5%	5%	5%
	IP Canvassing Ads	\$195 Blended Rate Per Hour	N/A	5%	5%	5%	5%
	Artificial Intelligence Services	\$195 Blended Rate Per Hour	N/A	5%	5%	5%	5%
	Business Automation Services	\$195 Blended Rate Per Hour	N/A	5%	5%	5%	5%
Attached File?		Name of File:					
<p style="text-align: center;">Category VII Direct Media Buys</p>	Digital Direct Media Pop-Up Ads	\$195 Blended Rate Per Hour	N/A	5%	5%	5%	5%
	Public Displays	\$195 Blended Rate Per Hour	N/A	5%	5%	5%	5%
	Existing Web Site Update	\$195 Blended Rate Per Hour	N/A	5%	5%	5%	5%
	Graphic Design (Print, Video and Web)	\$195 Blended Rate Per Hour	N/A	5%	5%	5%	5%
	Grass-Roots Campaign Development, Training and Execution of All Content, Materials, and Delivery Channels	\$195 Blended Rate Per Hour	N/A	5%	5%	5%	5%
	Posters, Magazines, and Other Print Publications	\$195 Blended Rate Per Hour	N/A	5%	5%	5%	5%
	Promotional Materials	\$195 Blended Rate Per Hour	N/A	5%	5%	5%	5%
	Purchasing Television Broadcast and Digital Video Messaging for Public Service Announcements	\$195 Blended Rate Per Hour	N/A	5%	5%	5%	5%
	Revising and Updating Existing Content for Direct Media Buys	\$195 Blended Rate Per Hour	N/A	5%	5%	5%	5%
	Targeting Media - Defined Audience, Location and Device(s)	\$195 Blended Rate Per Hour	N/A	5%	5%	5%	5%
Update and Expand Existing Messaging	\$195 Blended Rate Per Hour	N/A	5%	5%	5%	5%	
Attached File?		Name of File:					
<p style="text-align: center;">Category VIII Outdoor Advertising</p>	Bus Panel Advertising	\$195 Blended Rate Per Hour	N/A	5%	5%	5%	5%
	Digital Billboards	\$195 Blended Rate Per Hour	N/A	5%	5%	5%	5%
	Highway/Road Billboards	\$195 Blended Rate Per Hour	N/A	5%	5%	5%	5%
	Mobile Billboards on Trailers	\$195 Blended Rate Per Hour	N/A	5%	5%	5%	5%
	Street Furniture Advertising	\$195 Blended Rate Per Hour	N/A	5%	5%	5%	5%
	Streetcar Advertising	\$195 Blended Rate Per Hour	N/A	5%	5%	5%	5%
	Taxi Advertising	\$195 Blended Rate Per Hour	N/A	5%	5%	5%	5%

	Transit Shelter Advertising	\$195 Blended Rate Per Hour	N/A	5%	5%	5%	5%
	Vehicle Wrapping	\$195 Blended Rate Per Hour	N/A	5%	5%	5%	5%
	Wallscales	\$195 Blended Rate Per Hour	N/A	5%	5%	5%	5%
	Wild Posting	\$195 Blended Rate Per Hour	N/A	5%	5%	5%	5%
Attached File?		Name of File:					