

Request for Proposals for
SW0135 Marketing & Advertising
Issued by the State of Oklahoma
Solicitation Number EV00000444
Bidder Name: Insight Creative Group, Inc.

7.8 Section Eight: Pricing (Will not be held Confidential) EXHIBIT 03: Rate Card Template							
<div>Instructions<div>-For</div><div>each category, list the services titles you support. Provide total cost or hourly "not-to-exceed" rates for each level and category as applicable.</div><div>- 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.</div><div>*Pricing must include travel and delivery costs</div></div>							
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	Web Development	\$180.00/hr		3%	3%	3%	3%
	Social Media Management	\$180.00/hr		3%	3%	3%	3%
	Strategic Direction	\$180.00/hr		3%	3%	3%	3%
	Website Landing Page	\$180.00/hr		3%	3%	3%	3%
	Content Creatiion	\$180.00/hr		3%	3%	3%	3%
	Influencer Marketing	\$180.00/hr		3%	3%	3%	3%
	Account Item: ITEM DESCRIPTION	Cost of item + 20%					
Attached File?		Name of File:					
Category II Client Services	Strategic Direction	\$180.00/hr		3%	3%	3%	3%
	Project Management	\$180.00/hr		3%	3%	3%	3%
	Event Management	\$180.00/hr		3%	3%	3%	3%
	Quality Assurance	\$180.00/hr		3%	3%	3%	3%
	Quantitative and Qualitative Research	\$180.00/hr		3%	3%	3%	3%
	Focus Groups	\$180.00/hr		3%	3%	3%	3%
	Stakeholder Engagement	\$180.00/hr		3%	3%	3%	3%
	Public Relations	\$180.00/hr		3%	3%	3%	3%
	Account Item: ITEM DESCRIPTION	Cost of item + 20%					
Account Item: TRAVEL	State Rate for Mileage						
Attached File?		Name of File:					
Category III Creative Services	Creative Direction	\$180.00/hr		3%	3%	3%	3%
	Art Direction	\$180.00/hr		3%	3%	3%	3%
	Copywriting	\$180.00/hr		3%	3%	3%	3%
	Video Production	\$180.00/hr		3%	3%	3%	3%
	Illustation	\$180.00/hr		3%	3%	3%	3%
	Animation	\$180.00/hr		3%	3%	3%	3%
	Blogging	\$180.00/hr		3%	3%	3%	3%
	Graphic Design	\$180.00/hr		3%	3%	3%	3%
	Photography	\$180.00/hr		3%	3%	3%	3%
	Creative Item: ITEM DESCRIPTION	Cost of item + 20%					
Attached File?		Name of File:					
Category IV Advertising and Marketing Services	Campaign Development	\$180.00/hr		3%	3%	3%	3%
	Concept Development	\$180.00/hr		3%	3%	3%	3%
	Media Planning	\$180.00/hr		3%	3%	3%	3%
	Strategy	\$180.00/hr		3%	3%	3%	3%
	Branding and Identity	\$180.00/hr		3%	3%	3%	3%
	Video Production	\$180.00/hr		3%	3%	3%	3%
Attached File?		Name of File:					
Category V Integrated Marketing Services	Includes all services offered under Categories I-IV and possibly 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.						
	All services listed above	\$180.00/hr		3%	3%	3%	3%
	SEO/SEM	\$180.00/hr		3%	3%	3%	3%
Attached File?		Name of File:					
Category VI Value Proposals	Other options not described that may add value to the State of Oklahoma.						
	Video Shoot	\$180.00/hr		3%	3%	3%	3%
	Video Production	\$180.00/hr		3%	3%	3%	3%
	Video Items: ITEM DESCRIPTION	Cost of item + 20%					
Attached File?		Name of File:					
Category VII Direct Media Buys	Media Planning	\$180.00/hr		3%	3%	3%	3%
	Media Buying	\$180.00/hr		3%	3%	3%	3%
	Media: DIGITAL	15% Commission on Gross Media					
	Media: BROADCAST	15% Commission on Gross Media					
	Media: SOCIAL	15% Commission on Gross Media					
	Media: Out of Home (OOH)	15% Commission on Gross Media					
	Media: PRINT	15% Commission on Gross Media					
Attached File?		Name of File:					
Category VIII Outdoor Advertising	Media Planning	\$180.00/hr		3%	3%	3%	3%
	Media Buying	\$180.00/hr		3%	3%	3%	3%
	Media: Out of Home (OOH)	15% Commission on Gross Media					
	PRINT Item: Description of Production	Cost of Production + 20%					
	Billboards	\$180.00/hr		3%	3%	3%	3%
	Bus Wraps	\$180.00/hr		3%	3%	3%	3%
	Bus Benches	\$180.00/hr		3%	3%	3%	3%

	Wallscapes	\$180.00/hr		3%	3%	3%	3%
Attached File?		Name of File:					