

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	E-Mail Marketing	Starts \$2500 / Month		N/A	2%	2.50%	3%
	Social Media Management	\$4500 / Month		N/A	2%	2.50%	3%
	Content Creation	\$4500 / Month		N/A	2%	2.50%	3%
	Web Design		\$15,000 to \$35,000	N/A	2%	2.50%	3%
	Blog Creation	\$4500 / Month		N/A	2%	2.50%	3%
	SEO	Starts \$2500 / Month		N/A	2%	2.50%	3%
Attached File?		Name of File:					
Category II Client Services	Business Development	\$375.00 / Hour		N/A	2%	2.50%	3%
	Public Relations	\$375.00 / Hour		N/A	2%	2.50%	3%
Attached File?		Name of File:					
Category III Creative Services	Branding Design and Development		\$15,000.00	N/A	2%	2.50%	3%
	Photography		\$3500.00 per day	N/A	2%	2.50%	3%
	Video		\$4500.00 per day	N/A	2%	2.50%	3%
	Graphic Design	\$375.00 / Hour		N/A	2%	2.50%	3%
Attached File?		Name of File:					
Category IV Advertising and Marketing Services	Advertising	\$375.00 / Hour		N/A	2%	2.50%	3%
	Marketing	\$375.00 / Hour		N/A	2%	2.50%	3%
Attached File?		Name of File:					
Category V Integrated Marketing Services	Integrated Marketing Services	\$375.00 / Hour		N/A	2%	2.50%	3%
Attached File?		Name of File:					
Category VI Value Proposals	Hispanic Marketing Services	\$500.00 / Hour		N/A	2%	2.50%	3%
	Reels	\$375.00 / Hour		N/A	2%	2.50%	3%
	Print Collateral Package		\$4,500.00	N/A	2%	2.50%	3%
Attached File?		Name of File:					
Category VII Direct Media Buys	Graphic Design (Print, Video, and Web)	\$375.00 / Hour		N/A	2%	2.50%	3%
	Update and Expand Existing Messaging	\$375.00 / Hour		N/A	2%	2.50%	3%
	Existing Web Site Update	\$500.00 / Hour		N/A	2%	2.50%	3%
Attached File?		Name of File:					
Category VIII Outdoor Advertising	Vehicle Wrapping Design	\$375.00 / Hour		N/A	2%	2.50%	3%
	Bus Panel Design	\$375.00 / Hour		N/A	2%	2.50%	3%
	Billboard Design	\$375.00 / Hour		N/A	2%	2.50%	3%
Attached File?		Name of File:					