

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							
Attached File?		Name of File:					
Category II Client Services							
Attached File?		Name of File:					
Category III Creative Services	Artwork Development Fee	\$150.00/hr		3	3	3	3
Attached File?		Name of File:					
Category IV Advertising and Marketing Services	Prototype Development	\$125.00/hr		3	3	3	3
	Marketing Jackpot Signs Window	\$600/ea		3	3	3	3
	Marketing Jackpot Signs Countertop	\$450/ea		3	3	3	3
	Marketing Jackpot Signs Digital Menu	\$10,000/ea		3	3	3	3
	Marketing Jackpot Signs Digital Countertop	\$9,000/ea		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.						
Attached File?		Name of File:					
Category VI Value Proposals	Lottery Promotional Items (ketchains, drink coasters, pencils, marketing gadgets, etc)	\$1.00-\$5.00 ea		3	3	3	3
Attached File?		Name of File:					
Category VII Direct Media Buys							
Attached File?		Name of File:					
Category VIII Outdoor Advertising	Billboard Jackpot Sign Per (888 Segment)	\$13500/ea		3	3	3	3
	Outdoor Jackpot Sign	\$1500/ea		3	3	3	3
	Annual Communication for Billboard Sign	\$600/ea		3	3	3	3
	Maintenance Fee for Billboard Sign	\$2500/ea location		3	3	3	3
Attached File?		Name of File:					