

7.8Section Eight: Pricing (Will not be held Confidential) EXHIBIT 03: Rate Card Template							
Instructions							
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.							
include travel and delivery costs							
*Pricing must							
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	Social Media Management:	165		5	5	5	5
	Email Marketing:	175		5	5	5	5
	Podcasts or Vlogs:	190		5	5	5	5
	Search Engine Optimization (SEO):	180		5	5	5	5
	Reputation Management:	165		5	5	5	5
	Blogs or Newsletters:	175		5	5	5	5
	Website Design:	215		5	5	5	5
	Website Development:	195		5	5	5	5
	Web Hosting:	Based on Traffic, Size and Plug-In Count	\$180-\$800 Mos	5	5	5	5
	Yes	2024 Rate Card					
Category II Client Services	Brand, Marketing, or Event Strategist:	195		5	5	5	5
	Research Analyst:	195		5	5	5	5
	Project Management:	165		5	5	5	5
	Quality Assurance:	150		5	5	5	5
	Public Relations:	190		5	5	5	5
Yes	2024 Rate Card						
Category III Creative Services	Creative Director	210		5	5	5	5
	Art Director	195		5	5	5	5
	Graphic Designer	185		5	5	5	5
	Commercial Print Photography	215		5	5	5	5
	Video - Director of Photography	215		5	5	5	5
	Video - 1st Assistant Camera	175		5	5	5	5
	Video - Sound Technician	190		5	5	5	5
	Video - Producer	150		5	5	5	5
	2D or 3D Modeling Animator	215		5	5	5	5
	Video - Gaffer - Lighting	175		5	5	5	5
Yes	2024 Rate Card						
Category IV Marketing Services	Advertising and Marketing Strategy	195	5	5	5	5	5
	Focus Group Moderator	225	5	5	5	5	5
	Focus Group or Event Planning	195	5	5	5	5	5
Yes	2024 Rate Card						
Category V Marketing Services	Integrated Guerrilla Marketing Planning/Execution	215	5	5	5	5	5
	Promotional, Sales or Presentation Materials	205	5	5	5	5	5
	Department Training (Marketing, Social, Event)	215	5	5	5	5	5
Yes	2024 Rate Card						
Category VI Value Proposals							
Yes	2024 Rate Card						
Category VII Direct Media Buys	Advertising Planning, Buying, Optimizing, Reporting	205	5	5	5	5	5
	Local In-Market Survey Reporting	195	5	5	5	5	5
	Local In-Market Data Injectors (cost per thousand usage)	\$2.00 CPM					
	Added Value Opportunities with Media						
Yes	2024 Rate Card						
Category VIII Advertising	Outdoor Billboard Design - Digital w/ weather or event triggers	215	5	5	5	5	5
	Event Signage (Trade Shows) plus wholesale materials ord	195	5	5	5	5	5
	Bus Wrap Design plus gather outsourced pricing for print	215	5	5	5	5	5
	Vehicle Wrap Design plus gather outsourced pricing for pri	215	5	5	5	5	5
Yes	2024 Rate Card						



Project Rate Card / 2024

The following are examples of many of our common services and their associated costs. The scope of services and deliverables varies greatly with each project. We are happy to provide a turn-key estimate on any project.

Services: Hourly Rates & Day Fees

Pass-through costs such as talent, music and licensed photography/video is not included in our published rates.

MARKETING SERVICE

Brand & Marketing Strategist	\$195.00
Account Manager	\$175.00
Project Manager	\$165.00
Account Coordinators	\$125.00
Project/Account Intern.....	\$105.00
Brand or Competitor Research	\$195.00
Focus Groups or Survey Research	\$215.00
(plus pass-through costs)	

DESIGN

Creative Director.....	\$215.00
Graphic Designer	\$185.00
Graphic Design Intern.....	\$120.00
2D/3D Animation	\$215.00

VIDEO PRODUCTION

DP	\$215.00
Creative Director Video.....	\$210.00
1st Asst. Camera.....	\$175.00
Grip.....	\$150.00
Drone Pilot.....	\$195.00
PFX Drone Pilot.....	\$275.00
Gaffer.....	\$175.00
Sound Engineer.....	\$190.00
Video Intern.....	\$115.00
Producer.....	\$150.00
Production Assistant.....	\$125.00
Video Editing.....	\$175.00

PHOTOGRAPHY

Photographer	\$200.00
Social Photographer.....	\$175.00
Photo Touch-Ups.....	\$185.00

FULL DAY RATES

DP	\$2,085.50
CD Video.....	\$2,037.00
1st Asst. Camera	\$1,697.50
Grip.....	\$1,455.00
Gaffer.....	\$1,358.00
Producer.....	\$1,455.00
Production Assistant.....	\$1,212.50
Sound Engineer.....	\$1,843.00
Makeup Artist.....	\$650.00
Hair Stylist.....	\$500.00
Wardrobe.....	\$750.00
Photographer.....	\$1,500.00
Social Photographer.....	\$1,358.00
Photography Camera Assistant.....	\$750.00
Photography/Food Stylist.....	\$650.00

SOCIAL MEDIA

Social Media Manager	\$165.00
Social Media Intern.....	\$90.00

WEBSITE DEVELOPMENT

Website Developer.....	\$195.00
Website Developer-Front End.....	\$190.00

SEARCH ENGINE OPTIMIZATION

SEO Manager.....	\$180.00
SEO Specialist	\$180.00
SEO Intern.....	\$95.00

CONTENT

Copywriter.....	\$175.00
Copy Editor.....	\$165.00
PR Strategist.....	\$185.00
Event Coordinator.....	\$155.00

KRUSH STUDIO

Full Day.....	\$1,400.00
Half Day.....	\$875.00
Gear Box Rental.....	\$1,000.00
Krush Teleprompter.....	\$550.00