

Request for Proposals for
SW0135 Marketing & Advertising
Issued by the State of Oklahoma
Solicitation Number EV00000444
Bidder Name: Steel Digital Studios DBA Steel Advertising

to 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	Most 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	Management						
	CEO/President	\$300	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Strategic Planner	\$175	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Research Director	\$175	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Research Assistant	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Client Services						
	Account Director	\$175	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Client Services Manager	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Client Services Assistant	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Media Services						
	Media Director	\$175	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Media Buyer	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Media Assistant	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Social Media Specialist	\$125	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Earned Media Relations Expert	\$200	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Community Outreach Manager	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Earned Media Assistant	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Creative Services						
	Creative Director	\$200	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Digital Creative	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Art Director/Designer	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Copywriter	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Proofing	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Traffic Management	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%

	Production Management	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Production Assistant	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Interactive						
	Developer	\$200	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Interactive Producer	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Betatester	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Interactive Assistant	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%
Attached File?	Yes	Name of File:	Steel Digital Studios DBA Steel Advertising Hourly Rates RFP EV00000444				

Category II Client Services	Management						
	CEO/President	\$300	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Strategic Planner	\$175	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Research Director	\$175	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Research Assistant	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Client Services						
	Account Director	\$175	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Client Services Manager	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Client Services Assistant	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Media Services						
	Social Media Specialist	\$125	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Earned Media Relations Expert	\$200	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Community Outreach Manager	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Earned Media Assistant	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Proofing	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Traffic Management	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Production Management	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Production Assistant	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%
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Category VIII Outdoor Advertising	Client Services						
	Account Director	\$175	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Client Services Manager	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Client Services Assistant	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Creative Services						
	Creative Director	\$200	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Digital Creative	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Art Director/Designer	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Copywriter	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Proofing	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Traffic Management	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Production Management	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Production Assistant	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%
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Category IV Advertising and Marketing Services	Management						
	CEO/President	\$300	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Strategic Planner	\$175	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Research Director	\$175	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Research Assistant	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Client Services						
	Account Director	\$175	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Client Services Manager	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Client Services Assistant	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Media Services						
	Media Director	\$175	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Media Buyer	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Media Assistant	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Social Media Specialist	\$125	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Earned Media Relations Expert	\$200	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Community Outreach Manager	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Earned Media Assistant	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Creative Services						
	Creative Director	\$200	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Digital Creative	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Art Director/Designer	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Copywriter	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Proofing	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Traffic Management	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Production Management	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Production Assistant	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Interactive						
	Developer	\$200	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Interactive Producer	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Betatester	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Interactive Assistant	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%
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	Management						
	CEO/President	\$300	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Strategic Planner	\$175	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Research Director	\$175	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Research Assistant	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Client Services						
	Account Director	\$175	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Client Services Manager	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Client Services Assistant	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%

Category V Integrated Marketing Services	Media Services							
	Media Director	\$175	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
	Media Buyer	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
	Media Assistant	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
	Social Media Specialist	\$125	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
	Earned Media Relations Expert	\$200	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
	Community Outreach Manager	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
	Earned Media Assistant	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
	Creative Services							
	Creative Director	\$200	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
	Digital Creative	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
	Art Director/Designer	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
	Copywriter	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
	Proofing	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
	Traffic Management	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
	Production Management	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
	Production Assistant	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
	Interactive							
	Developer	\$200	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
	Interactive Producer	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
	Betatester	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
	Interactive Assistant	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
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Category VI Value Proposals	Client Services							
	Account Director	\$175	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
	Client Services Manager	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
	Client Services Assistant	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
	Media Services							
	Media Director	\$175	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
	Media Buyer	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
	Media Assistant	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
	Social Media Specialist	\$125	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
	Earned Media Relations Expert	\$200	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
	Community Outreach Manager	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
	Earned Media Assistant	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
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	Management							
	CEO/President	\$300	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
	Strategic Planner	\$175	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
	Research Director	\$175	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
	Research Assistant	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%	

Category VII Direct Media Buys

Client Services							
Account Director	\$175	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
Client Services Manager	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
Client Services Assistant	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
Media Services							
Media Director	\$175	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
Media Buyer	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
Media Assistant	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
Social Media Specialist	\$125	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
Earned Media Relations Expert	\$200	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
Community Outreach Manager	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
Earned Media Assistant	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
Creative Services							
Creative Director	\$200	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
Digital Creative	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
Art Director/Designer	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
Copywriter	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
Proofing	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
Traffic Management	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
Production Management	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
Production Assistant	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
Interactive							
Developer	\$200	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
Interactive Producer	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
Betatester	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
Interactive Assistant	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
Attached File?	Yes	Name of File:	Steel Digital Studios DBA Steel Advertising Hourly Rates RFP EV00000444				

Category VIII Outdoor Advertising

Client Services							
Account Director	\$175	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
Client Services Manager	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
Client Services Assistant	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
Media Services							
Media Director	\$175	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
Media Buyer	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
Media Assistant	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
Social Media Specialist	\$125	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
Earned Media Relations Expert	\$200	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
Community Outreach Manager	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
Earned Media Assistant	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
Creative Services							
Creative Director	\$200	TBD Based on Precise Scope of Work	0%	5%	0%	0%	
Digital Creative	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%	

	Art Director/Designer	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Copywriter	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Proofing	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Traffic Management	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Production Management	\$160	TBD Based on Precise Scope of Work	0%	5%	0%	0%
	Production Assistant	\$100	TBD Based on Precise Scope of Work	0%	5%	0%	0%
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