

**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 <b>Red</b> 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
<b>Category I</b> <b>Web-Based, Social &amp; Emerging Media</b> <b>Services</b>	Email Marketing	\$185/hour		3	3	3	3
	Social Media Management	\$185/hour		3	3	3	3
	Digital / Online Marketing	\$250/hour		3	3	3	3
	Microblogging Platforms	\$185/hour		3	3	3	3
	Website Development	\$300/hour		3	3	3	3
Attached File?		Name of File:					
<b>Category II</b> <b>Client Services</b>	Event Support	\$185/hour		3	3	3	3
	Business Development	\$185/hour		3	3	3	3
	Project Management	\$185/hour		3	3	3	3
	Quality Assurance	\$185/hour		3	3	3	3
	Public Relations	\$185/hour		3	3	3	3
	Planning	\$185/hour		3	3	3	3
	Discovery/Research	\$185/hour		3	3	3	3
Attached File?		Name of File:					
<b>Category III</b> <b>Creative Services</b>	Art & Graphic Design	\$185/hour		3	3	3	3
	Commercial Photography	\$300/hour		3	3	3	3
	Video Production	\$300/hour		3	3	3	3
	Animation	\$300/hour					
Attached File?		Name of File:					
<b>Category IV</b> <b>Advertising and Marketing Services</b>	Advertising Services	\$185/hour		3	3	3	3
	Marketing Services	\$185/hour		3	3	3	3
Attached File?		Name of File:					
<b>Category V</b>	Integrated Marketing Services	\$185/hour		3	3	3	3

<b>Integrated Marketing Services</b>							
Attached File?		Name of File:					
<b>Category VI Value Proposals</b>	Design Thinking and Human-Centered Design	\$250/hour		3	3	3	3
	Executive Coaching	\$200/hour		3	3	3	3
	Brand Standards	\$185/hour		3	3	3	3
Attached File?		Name of File:					
<b>Category VII Direct Media Buys</b>	Graphic Design (Print, Video, and Web)	\$185/hour		3	3	3	3
	Update and Expand Existing Messaging	\$185/hour		3	3	3	3
	Existing Web Site Update	\$185/hour		3	3	3	3
	Targeted Media	\$185/hour		3	3	3	3
	Grass-roots campaign / training	\$185/hour		3	3	3	3
	Advertising/Media costs	quote varies based on project					
Attached File?		Name of File:					
<b>Category VIII Outdoor Advertising</b>	Highway/Road Billboards – Paint, Panel, or Digital	quote varies based on project					
	Bus Panel	quote varies based on project					
	Vehicle Wrapping	quote varies based on project					
	Streetcar Advertising	quote varies based on project					
	Mobile – Billboards on Trailers	quote varies based on project					
Attached File?		Name of File:					