

7.8Section 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. <b>*Pricing must include travel and delivery costs</b>							
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
Category I Web-Based, Social & Emerging Media Services	Managing Director, Digital Experiences	\$270.00		3%	3%	3%	3%
	Senior Project Manager	\$160.00		3%	3%	3%	3%
	Project Manager	\$158.00		3%	3%	3%	3%
	Technology Director	\$168.00		3%	3%	3%	3%
	Tech Solutions Architect	\$160.00		3%	3%	3%	3%
	Digital Creative Director	\$169.00		3%	3%	3%	3%
	Sr UX Designer	\$158.00		3%	3%	3%	3%
	UX Designer	\$150.00		3%	3%	3%	3%
	Content Strategist	\$150.00		3%	3%	3%	3%
	Senior Web Designer	\$145.00		3%	3%	3%	3%
	Web Designer	\$130.00		3%	3%	3%	3%
	Senior Web Developer	\$145.00		3%	3%	3%	3%
	Web Developer	\$130.00		3%	3%	3%	3%
	Director, Influencer and Digital Content	\$160.00		3%	3%	3%	3%
	Social Media Manager	\$140.00		3%	3%	3%	3%
	Social Media Producer	\$138.00		3%	3%	3%	3%
	Influencer Manager	\$141.00		3%	3%	3%	3%
Influencer Coordinator	\$125.00		3%	3%	3%	3%	
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Category II Client Services	Managing Director	\$265.00		3%	3%	3%	3%
	Senior Account Director	\$180.00		3%	3%	3%	3%
	Account Director	\$178.00		3%	3%	3%	3%
	Management Supervisor	\$160.00		3%	3%	3%	3%
	Account Supervisor	\$155.00		3%	3%	3%	3%
	Account Executive	\$138.00		3%	3%	3%	3%
	Account Coordinator	\$130.00		3%	3%	3%	3%
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Category III Creative Services	Group Creative Director	\$178.00		3%	3%	3%	3%
	Creative Director	\$170.00		3%	3%	3%	3%
	Associate Creative Director	\$165.00		3%	3%	3%	3%
	Art Director	\$150.00		3%	3%	3%	3%
	Copywriter	\$150.00		3%	3%	3%	3%
	Graphic Designer	\$138.00		3%	3%	3%	3%
	Producer	\$136.00		3%	3%	3%	3%
	Videographer / Photographer	\$135.00		3%	3%	3%	3%
	Editor	\$130.00		3%	3%	3%	3%
	Traffic Manager	\$125.00		3%	3%	3%	3%
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Category IV Advertising and Marketing Services	Managing Director, Strategic Planning	\$175.00		3%	3%	3%	3%
	Strategy Director	\$170.00		3%	3%	3%	3%
	Senior Strategist	\$160.00		3%	3%	3%	3%
	Strategic Planner	\$155.00		3%	3%	3%	3%
	Amplification Director	\$158.00		3%	3%	3%	3%
	PR Director	\$156.00		3%	3%	3%	3%
	PR Manager	\$148.00		3%	3%	3%	3%
	PR Coordinator	\$130.00		3%	3%	3%	3%
	Events Director	\$146.00		3%	3%	3%	3%
	Events Manager	\$134.00		3%	3%	3%	3%
	Events Coordinator	\$120.00		3%	3%	3%	3%
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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.						
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Category VI Value Proposals	Research Director	\$172.00		3%	3%	3%	3%
	Research Manager	\$158.00		3%	3%	3%	3%
	Research Coordinator	\$136.00		3%	3%	3%	3%
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Category VII Media Buys	Managing Director, Media	\$168.00		3%	3%	3%	3%
	Media Director	\$158.00		3%	3%	3%	3%
	Associate Media Director	\$152.00		3%	3%	3%	3%
	Media Supervisor	\$148.00		3%	3%	3%	3%
	Media Planner / Buyer	\$140.00		3%	3%	3%	3%
	Media Coordinator	\$128.00		3%	3%	3%	3%
	Analytics Manager	\$145.00		3%	3%	3%	3%
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Category VIII Outdoor Advertising	Managing Director, Media	\$168.00		3%	3%	3%	3%
	Media Director	\$158.00		3%	3%	3%	3%
	Associate Media Director	\$152.00		3%	3%	3%	3%
	Media Supervisor	\$148.00		3%	3%	3%	3%
	Media Planner / Buyer	\$140.00		3%	3%	3%	3%
	Media Coordinator	\$128.00		3%	3%	3%	3%
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