

## SECTION EIGHT: 7.8.A. EXHIBIT 3: RATE CARD

CATEGORY I WEB-BASED, SOCIAL & EMERGING MEDIA SERVICES						
SERVICES	COST PER HR/ MO	COST PER PROJECT	% RATE INCREASE 2ND YEAR	% RATE INCREASE 3RD YEAR	% RATE INCREASE 4TH YEAR	% RATE INCREASE 5TH YEAR
Social Media Strategy	\$150-\$175/ hr		0	1	0	1
Social Media Management	\$125-\$150/ hr		0	1	0	1
Website Design & Development	\$150-\$175/ hr		0	1	0	1
Website Content Creation & Management	\$125-\$150/ hr		0	1	0	1
Search Engine Optimization	\$150/hr		0	1	0	1
Email Marketing	\$125-\$150/ hr		0	1	0	1
Content & Website Strategy	\$150-\$175/ hr		0	1	0	1
Email Strategy	\$150-\$175/ hr		0	1	0	1

CATEGORY II CLIENT SERVICES						
SERVICES	COST PER HR/ MO	COST PER PROJECT	% RATE INCREASE 2ND YEAR	% RATE INCREASE 3RD YEAR	% RATE INCREASE 4TH YEAR	% RATE INCREASE 5TH YEAR
Project Management	\$125-\$150/ hr		0	1	0	1
Account Planning/ Management	\$150-\$175/ hr		0	1	0	1
Public Relations	\$150/hr		0	1	0	1
Media Relations	\$150/hr		0	1	0	1
Issue Advocacy	\$150/hr		0	1	0	1
Event Planning & Management	\$150-\$175/ hr		0	1	0	1
Graphic Design for Event Support	\$125-\$150/ hr		0	1	0	1
Reporting & Measurement Analytics	\$250-\$750/ month		0	1	0	1

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CATEGORY III CREATIVE SERVICES						
SERVICES	COST PER HR/ MO	COST PER PROJECT	% RATE INCREASE 2ND YEAR	% RATE INCREASE 3RD YEAR	% RATE INCREASE 4TH YEAR	% RATE INCREASE 5TH YEAR
Branding	\$150-\$175		0	1	0	1
Graphic Design	\$125-\$150		0	1	0	1
Photography	\$150		0	1	0	1
Video	\$150-\$175		0	1	0	1

CATEGORY IV ADVERTISING & MARKETING SERVICES						
SERVICES	COST PER HR/ MO	COST PER PROJECT	% RATE INCREASE 2ND YEAR	% RATE INCREASE 3RD YEAR	% RATE INCREASE 4TH YEAR	% RATE INCREASE 5TH YEAR
Marketing & Public Relations Strategy	\$150-\$175/hr	\$3000-\$25,000	0	0	0	0
Branding	\$150-\$175		0	1	0	1
Social Media Management	\$125-\$150/hr		0	1	0	1
Email Marketing	\$125-\$150/hr		0	1	0	1
Public Relations/ Media Relations/Issue Advocacy/Internal Communications	\$150/hr		0	1	0	1
Paid Social/Digital Advertising	\$150/hr		0	1	0	1
Traditional Advertising	\$150/hr		0	1	0	1
Website Design & Development	\$150-\$175/hr		0	1	0	1
Search Engine Optimization	\$150/hr		0	1	0	1
Video production	\$150-\$175		0	1	0	1
Graphic Design	\$125-\$150		0	1	0	1
Photography	\$150		0	1	0	1
Reporting	\$250-\$750/		0	1	0	1

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CATEGORY V INTEGRATED MARKETING SERVICES						
SERVICES	COST PER HR/ MO	COST PER PROJECT	% RATE INCREASE 2ND YEAR	% RATE INCREASE 3RD YEAR	% RATE INCREASE 4TH YEAR	% RATE INCREASE 5TH YEAR
Marketing & Public Relations Strategy	\$150-\$175/hr	\$3000-\$25,000	0	0	0	0
Branding	\$150-\$175		0	1	0	1
Social Media Management	\$125-\$150/hr		0	1	0	1
Email Strategy	\$150-\$175/hr		0	1	0	1
Email Marketing	\$125-\$150/hr		0	1	0	1
Public Relations/ Media Relations/Issue Advocacy/Internal Communications	\$150/hr		0	1	0	1
Paid Social/Digital Advertising	\$150/hr		0	1	0	1
Traditional Advertising	\$150/hr		0	1	0	1
Website Design & Development	\$150-\$175/hr		0	1	0	1
Search Engine Optimization	\$150/hr		0	1	0	1
Graphic Design	\$125-\$150		0	1	0	1
Video production	\$150-\$175		0	1	0	1
Photography	\$150		0	1	0	1
Reporting	\$250-\$750/ mo		0	1	0	1
Event Planning & Management	\$150-\$175/ hr		0	1	0	1

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CATEGORY VI VALUE ADDED PROPOSALS						
SERVICES	COST PER HR/ MO	COST PER PROJECT	% RATE INCREASE 2ND YEAR	% RATE INCREASE 3RD YEAR	% RATE INCREASE 4TH YEAR	% RATE INCREASE 5TH YEAR
Crisis Communications	\$175-\$250/ hr		0	0	0	0

CATEGORY VII DIRECT MEDIA BUYS						
SERVICES	COST PER HR/ MO	COST PER PROJECT	% RATE INCREASE 2ND YEAR	% RATE INCREASE 3RD YEAR	% RATE INCREASE 4TH YEAR	% RATE INCREASE 5TH YEAR
Marketing & Public Relations Strategy	\$150-\$175/ hr	\$3000-\$25,000	0	0	0	0
Branding	\$150-\$175		0	1	0	1
Social Media Management	\$125-\$150/ hr		0	1	0	1
Email Marketing	\$125-\$150/ hr		0	1	0	1
Public Relations/ Media Relations/Issue Advocacy/Internal Communications	\$150/hr		0	1	0	1
Paid Social/Digital Advertising	\$150/hr		0	1	0	1
Traditional Advertising	\$150/hr		0	1	0	1
Website Design & Development	\$150-\$175/ hr		0	1	0	1
Search Engine Optimization	\$150/hr		0	1	0	1
Graphic Design	\$125-\$150		0	1	0	1
Video production	\$150-\$175		0	1	0	1
Photography	\$150		0	1	0	1
Reporting	\$250-\$750/ mo		0	1	0	1

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CATEGORY VIII OUTDOOR ADVERTISING						
SERVICES	COST PER HR/ MO	COST PER PROJECT	% RATE INCREASE 2ND YEAR	% RATE INCREASE 3RD YEAR	% RATE INCREASE 4TH YEAR	% RATE INCREASE 5TH YEAR
Outdoor Advertising	\$150-\$175/ hr		0	1	0	1