

**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 Services</b>	MARKETING STRATEGY	\$175/hour	Returned Attachment: Freestyle Proposal page 87-90	-	\$200/hour (+14%)	-	\$225/hour (+12.5%)
	DIGITAL MARKETING	\$175/hour	Returned Attachment: Freestyle Proposal page 87-90	-	\$200/hour (+14%)	-	\$225/hour (+12.5%)
	INTERACTIVE	\$175/hour	Returned Attachment: Freestyle Proposal page 87-90	-	\$200/hour (+14%)	-	\$225/hour (+12.5%)
	SEARCH ENGINE OPTIMIZATION	\$175/hour	Returned Attachment: Freestyle Proposal page 87-90	-	\$200/hour (+14%)	-	\$225/hour (+12.5%)
	MEDIA SERVICES	\$175/hour	Returned Attachment: Freestyle Proposal page 87-90	-	\$200/hour (+14%)	-	\$225/hour (+12.5%)
	BRANDING	\$175/hour	Returned Attachment: Freestyle Proposal page 87-90	-	\$200/hour (+14%)	-	\$225/hour (+12.5%)
Attached File?	Yes	Name of File:	Freestyle Proposal				
<b>Category II</b> <b>Client Services</b>	MARKETING STRATEGY	\$175/hour	Returned Attachment: Freestyle Proposal page 87-90	-	\$200/hour (+14%)	-	\$225/hour (+12.5%)
	PUBLIC RELATIONS	\$175/hour	Returned Attachment: Freestyle Proposal page 87-90	-	\$200/hour (+14%)	-	\$225/hour (+12.5%)
	TRADE SHOWS / EVENTS	\$175/hour	Returned Attachment: Freestyle Proposal page 87-90	-	\$200/hour (+14%)	-	\$225/hour (+12.5%)
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	AUDIO PRODUCTION	\$175/hour	Returned Attachment: Freestyle Proposal page 87-90	-	\$200/hour (+14%)	-	\$225/hour (+12.5%)
	PHOTOGRAPHY	\$175/hour	Returned Attachment: Freestyle Proposal page 87-90	-	\$200/hour (+14%)	-	\$225/hour (+12.5%)
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<b>Category III</b> <b>Creative Services</b>	MARKETING STRATEGY	\$175/hour	Returned Attachment: Freestyle Proposal page 87-90	-	\$200/hour (+14%)	-	\$225/hour (+12.5%)
	RESEARCH	\$175/hour	Returned Attachment: Freestyle Proposal page 87-90	-	\$200/hour (+14%)	-	\$225/hour (+12.5%)
	PRESENTATION	\$175/hour	Returned Attachment: Freestyle Proposal page 87-90	-	\$200/hour (+14%)	-	\$225/hour (+12.5%)
	BRANDING	\$175/hour	Returned Attachment: Freestyle Proposal page 87-90	-	\$200/hour (+14%)	-	\$225/hour (+12.5%)
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	AUDIO PRODUCTION	\$175/hour	Returned Attachment: Freestyle Proposal page 87-90	-	\$200/hour (+14%)	-	\$225/hour (+12.5%)
	PODCAST PRODUCTION	\$175/hour	Returned Attachment: Freestyle Proposal page 87-90	-	\$200/hour (+14%)	-	\$225/hour (+12.5%)
	PHOTOGRAPHY	\$175/hour	Returned Attachment: Freestyle Proposal page 87-90	-	\$200/hour (+14%)	-	\$225/hour (+12.5%)
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	OUTDOOR	\$175/hour	Returned Attachment: Freestyle Proposal page 87-90	-	\$200/hour (+14%)	-	\$225/hour (+12.5%)
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<b>Category IV</b> <b>Advertising and Marketing Services</b>	MARKETING STRATEGY	\$175/hour	Returned Attachment: Freestyle Proposal page 87-90	-	\$200/hour (+14%)	-	\$225/hour (+12.5%)
	RESEARCH	\$175/hour	Returned Attachment: Freestyle Proposal page 87-90	-	\$200/hour (+14%)	-	\$225/hour (+12.5%)
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<b>Category V</b> <b>Integrated Marketing Services</b>	MARKETING STRATEGY	\$175/hour	Returned Attachment: Freestyle Proposal page 87-90	-	\$200/hour (+14%)	-	\$225/hour (+12.5%)
	RESEARCH	\$175/hour	Returned Attachment: Freestyle Proposal page 87-90	-	\$200/hour (+14%)	-	\$225/hour (+12.5%)
	DIGITAL MARKETING	\$175/hour	Returned Attachment: Freestyle Proposal page 87-90	-	\$200/hour (+14%)	-	\$225/hour (+12.5%)
	PUBLIC RELATIONS	\$175/hour	Returned Attachment: Freestyle Proposal page 87-90	-	\$200/hour (+14%)	-	\$225/hour (+12.5%)
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Category VI Value Proposals	PODCAST PRODUCTION	\$175/hour	Returned Attachment: Freestyle Proposal page 87-90	-	\$200/hour (+14%)	-	\$225/hour (+12.5%)
	MEDIA SERVICES	\$175/hour	Returned Attachment: Freestyle Proposal page 87-90	-	\$200/hour (+14%)	-	\$225/hour (+12.5%)
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Category VII Direct Media Buys	MARKETING STRATEGY	\$175/hour	Returned Attachment: Freestyle Proposal page 87-90	-	\$200/hour (+14%)	-	\$225/hour (+12.5%)
	RESEARCH	\$175/hour	Returned Attachment: Freestyle Proposal page 87-90	-	\$200/hour (+14%)	-	\$225/hour (+12.5%)
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Category VIII Outdoor Advertising	MARKETING STRATEGY	\$175/hour	Returned Attachment: Freestyle Proposal page 87-90	-	\$200/hour (+14%)	-	\$225/hour (+12.5%)
	RESEARCH	\$175/hour	Returned Attachment: Freestyle Proposal page 87-90	-	\$200/hour (+14%)	-	\$225/hour (+12.5%)
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