

7.8 Section Eight: Pricing (Will not be held Confidential) EXHIBIT 03: Rate Card Template							
<div>Instructions</div> <div>-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.</div> <div>- 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.</div> <div>*Pricing must include travel and delivery costs</div>							
Categories	List 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	Social Media Maintenance Package	\$3500/month		3%	3%	3%	3%
	Social Media Engagement Package	\$5000/month		3%	3%	3%	3%
	Social Media Creative Package	\$7500/month		3%	3%	3%	3%
	Social Media Standard Package -- Boosting Only	\$2500/month		3%	3%	3%	3%
	Social Media Engagement Package -- Boosting Only	\$5000/month		3%	3%	3%	3%
	Basic Web Development Package (Tier 1)		\$20,000	3%	3%	3%	3%
	Signature Web Development Package (Tier 2)		\$50,000	3%	3%	3%	3%
	Creators Web Development Package (Tier 3)		\$85,000	3%	3%	3%	3%
	Innovators Web Development Package (Tier 4)		\$150,000	3%	3%	3%	3%
	SEO Website Audit		\$5,000	3%	3%	3%	3%
	SEO Market Analysis		\$10,000	3%	3%	3%	3%
	Website Maintenance Services (Tier 1)	\$2500/month		3%	3%	3%	3%
	Website Maintenance Services (Tier 2)	\$8000/month		3%	3%	3%	3%
	Website Maintenance Services (Tier 3)	\$15000/month		3%	3%	3%	3%
	Strategic Communications Intern -- hourly rate	\$62.50		3%	3%	3%	3%
	Content Creator -- hourly rate	\$80.00		3%	3%	3%	3%
	Account Coordinator -- hourly rate	\$85.00		3%	3%	3%	3%
	Associate Digital Analyst -- hourly rate	\$85.00		3%	3%	3%	3%
	Staff Writer -- hourly rate	\$90.00		3%	3%	3%	3%
	Senior Research Associate -- hourly rate	\$97.50		3%	3%	3%	3%
	Account Executive -- hourly rate	\$110.00		3%	3%	3%	3%
	Senior Writer -- hourly rate	\$115.00		3%	3%	3%	3%
	Marketing Specialist -- hourly rate	\$117.50		3%	3%	3%	3%
	Senior Account Executive -- hourly rate	\$135.00		3%	3%	3%	3%
	Creative Producer -- hourly rate	\$135.00		3%	3%	3%	3%
	Senior Web Strategist -- hourly rate	\$135.00		3%	3%	3%	3%
	Senior Digital Marketing Strategist -- hourly rate	\$142.50		3%	3%	3%	3%
	Editor -- hourly rate	\$150.00		3%	3%	3%	3%
	Senior Research Manager -- hourly rate	\$150.00		3%	3%	3%	3%
	Brand Designer -- hourly rate	\$155.00		3%	3%	3%	3%
	Project Manager -- hourly rate	\$165.00		3%	3%	3%	3%
	Senior Account Manager -- hourly rate	\$172.50		3%	3%	3%	3%
	Director -- hourly rate	\$205.00		3%	3%	3%	3%
	Creative Director -- hourly rate	\$265.00		3%	3%	3%	3%
	Vice President -- hourly rate	\$275.00		3%	3%	3%	3%
	Senior Vice President -- hourly rate	\$315.00		3%	3%	3%	3%
	Senior Vice President -- hourly rate	\$315.00		3%	3%	3%	3%
	Strategic Accounts -- hourly rate	\$400.00		3%	3%	3%	3%
	Partner -- hourly rate	\$495.00		3%	3%	3%	3%
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Category II Client Services	Strategic Communications Consulting — Hourly Rate	\$315		3%	3%	3%	3%
	Strategic Communications and Community Engagement -- Tier 1	\$10000/month		3%	3%	3%	3%
	Strategic Communications and Community Engagement -- Tier 2	\$15000/month		3%	3%	3%	3%
	Strategic Communications and Community Engagement -- Tier 3	\$22500/month		3%	3%	3%	3%
	Landscape Analysis		\$15,000	3%	3%	3%	3%
	Survey — Level 0 — Quick Check		\$3,000	3%	3%	3%	3%
	Survey — Level 1		\$20,000	3%	3%	3%	3%
	Survey — Level 2		\$30,000	3%	3%	3%	3%
	Survey — Level 3		\$40,000	3%	3%	3%	3%
	Ethnography		\$19,000	3%	3%	3%	3%
	Theory of Change / Logic Model / Customer Journey Map — Tier 1		\$15,000	3%	3%	3%	3%
	Theory of Change / Logic Model / Customer Journey Map — Tier 2		\$25,000	3%	3%	3%	3%
	Strategic Communications Intern -- hourly rate	\$62.50		3%	3%	3%	3%
	Content Creator -- hourly rate	\$80.00		3%	3%	3%	3%
	Account Coordinator -- hourly rate	\$85.00		3%	3%	3%	3%
	Associate Digital Analyst -- hourly rate	\$85.00		3%	3%	3%	3%
	Staff Writer -- hourly rate	\$90.00		3%	3%	3%	3%
	Senior Research Associate -- hourly rate	\$97.50		3%	3%	3%	3%
	Account Executive -- hourly rate	\$110.00		3%	3%	3%	3%
	Senior Writer -- hourly rate	\$115.00		3%	3%	3%	3%
	Marketing Specialist -- hourly rate	\$117.50		3%	3%	3%	3%
	Senior Account Executive -- hourly rate	\$135.00		3%	3%	3%	3%
	Creative Producer -- hourly rate	\$135.00		3%	3%	3%	3%
	Senior Web Strategist -- hourly rate	\$135.00		3%	3%	3%	3%
	Senior Digital Marketing Strategist -- hourly rate	\$142.50		3%	3%	3%	3%
	Editor -- hourly rate	\$150.00		3%	3%	3%	3%
	Senior Research Manager -- hourly rate	\$150.00		3%	3%	3%	3%
	Brand Designer -- hourly rate	\$155.00		3%	3%	3%	3%
	Project Manager -- hourly rate	\$165.00		3%	3%	3%	3%
	Senior Account Manager -- hourly rate	\$172.50		3%	3%	3%	3%
	Director -- hourly rate	\$205.00		3%	3%	3%	3%
	Creative Director -- hourly rate	\$265.00		3%	3%	3%	3%
	Vice President -- hourly rate	\$275.00		3%	3%	3%	3%
	Senior Vice President -- hourly rate	\$315.00		3%	3%	3%	3%
	Senior Vice President -- hourly rate	\$315.00		3%	3%	3%	3%
	Strategic Accounts -- hourly rate	\$400.00		3%	3%	3%	3%
	Partner -- hourly rate	\$495.00		3%	3%	3%	3%
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	Film Production — Tier 1		\$10,000	3%	3%	3%	3%
	Film Production — Tier 2		\$15,000	3%	3%	3%	3%
	Film Production — Tier 3		\$40,000	3%	3%	3%	3%

Category III Creative Services	Film Production — Tier 4		\$55,000	3%	3%	3%	3%
	Event Coverage — Photography		\$7,000	3%	3%	3%	3%
	Strategic Communications Intern -- hourly rate	\$62.50		3%	3%	3%	3%
	Content Creator -- hourly rate	\$80.00		3%	3%	3%	3%
	Account Coordinator -- hourly rate	\$85.00		3%	3%	3%	3%
	Associate Digital Analyst -- hourly rate	\$85.00		3%	3%	3%	3%
	Staff Writer -- hourly rate	\$90.00		3%	3%	3%	3%
	Senior Research Associate -- hourly rate	\$97.50		3%	3%	3%	3%
	Account Executive -- hourly rate	\$110.00		3%	3%	3%	3%
	Senior Writer -- hourly rate	\$115.00		3%	3%	3%	3%
	Marketing Specialist -- hourly rate	\$117.50		3%	3%	3%	3%
	Senior Account Executive -- hourly rate	\$135.00		3%	3%	3%	3%
	Creative Producer -- hourly rate	\$135.00		3%	3%	3%	3%
	Senior Web Strategist -- hourly rate	\$135.00		3%	3%	3%	3%
	Senior Digital Marketing Strategist -- hourly rate	\$142.50		3%	3%	3%	3%
	Editor -- hourly rate	\$150.00		3%	3%	3%	3%
	Senior Research Manager -- hourly rate	\$150.00		3%	3%	3%	3%
	Brand Designer -- hourly rate	\$155.00		3%	3%	3%	3%
	Project Manager -- hourly rate	\$165.00		3%	3%	3%	3%
	Senior Account Manager -- hourly rate	\$172.50		3%	3%	3%	3%
	Director -- hourly rate	\$205.00		3%	3%	3%	3%
	Creative Director -- hourly rate	\$265.00		3%	3%	3%	3%
	Vice President -- hourly rate	\$275.00		3%	3%	3%	3%
	Senior Vice President -- hourly rate	\$315.00		3%	3%	3%	3%
	Senior Vice President -- hourly rate	\$315.00		3%	3%	3%	3%
	Strategic Accounts -- hourly rate	\$400.00		3%	3%	3%	3%
	Partner -- hourly rate	\$495.00		3%	3%	3%	3%
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Category IV Advertising and Marketing Services	Digital Marketing Campaign		15% of direct ad spend, minimum \$5,000 fee per month	3%	3%	3%	3%
	Holistic Marketing Campaign Execution		15% of direct ad spend, minimum \$5,000 fee per month.	3%	3%	3%	3%
	Audience Intelligence Report		\$5,000	3%	3%	3%	3%
	Strategic Communications Intern -- hourly rate	\$62.50		3%	3%	3%	3%
	Content Creator -- hourly rate	\$80.00		3%	3%	3%	3%
	Account Coordinator -- hourly rate	\$85.00		3%	3%	3%	3%
	Associate Digital Analyst -- hourly rate	\$85.00		3%	3%	3%	3%
	Staff Writer -- hourly rate	\$90.00		3%	3%	3%	3%
	Senior Research Associate -- hourly rate	\$97.50		3%	3%	3%	3%
	Account Executive -- hourly rate	\$110.00		3%	3%	3%	3%
	Senior Writer -- hourly rate	\$115.00		3%	3%	3%	3%
	Marketing Specialist -- hourly rate	\$117.50		3%	3%	3%	3%
	Senior Account Executive -- hourly rate	\$135.00		3%	3%	3%	3%
	Creative Producer -- hourly rate	\$135.00		3%	3%	3%	3%
	Senior Web Strategist -- hourly rate	\$135.00		3%	3%	3%	3%
	Senior Digital Marketing Strategist -- hourly rate	\$142.50		3%	3%	3%	3%
	Editor -- hourly rate	\$150.00		3%	3%	3%	3%
	Senior Research Manager -- hourly rate	\$150.00		3%	3%	3%	3%
	Brand Designer -- hourly rate	\$155.00		3%	3%	3%	3%
	Project Manager -- hourly rate	\$165.00		3%	3%	3%	3%
	Senior Account Manager -- hourly rate	\$172.50		3%	3%	3%	3%
	Director -- hourly rate	\$205.00		3%	3%	3%	3%
	Creative Director -- hourly rate	\$265.00		3%	3%	3%	3%
	Vice President -- hourly rate	\$275.00		3%	3%	3%	3%
	Senior Vice President -- hourly rate	\$315.00		3%	3%	3%	3%
	Senior Vice President -- hourly rate	\$315.00		3%	3%	3%	3%
	Strategic Accounts -- hourly rate	\$400.00		3%	3%	3%	3%
	Partner -- hourly rate	\$495.00		3%	3%	3%	3%
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Category V Integrated Marketing Services	Social Media Maintenance Package	\$3500/month		3%	3%	3%	3%
	Social Media Engagement Package	\$5000/month		3%	3%	3%	3%
	Social Media Creative Package	\$7500/month		3%	3%	3%	3%
	Social Media Standard Package -- Boosting Only	\$2500/month		3%	3%	3%	3%
	Social Media Engagement Package -- Boosting Only	\$5000/month		3%	3%	3%	3%
	Basic Web Development Package (Tier 1)		\$20,000	3%	3%	3%	3%
	Signature Web Development Package (Tier 2)		\$50,000	3%	3%	3%	3%
	Creators Web Development Package (Tier 3)		\$85,000	3%	3%	3%	3%
	Innovators Web Development Package (Tier 4)		\$150,000	3%	3%	3%	3%
	SEO Website Audit		\$5,000	3%	3%	3%	3%
	SEO Market Analysis		\$10,000	3%	3%	3%	3%
	Website Maintenance Services (Tier 1)	\$5000/month		3%	3%	3%	3%
	Website Maintenance Services (Tier 2)	\$10000/month		3%	3%	3%	3%
	Website Maintenance Services (Tier 3)	\$15000/month		3%	3%	3%	3%
	Strategic Communications Consulting — Hourly Rate	\$315		3%	3%	3%	3%
	Strategic Communications and Community Engagement -- Tier 1	\$10000/month		3%	3%	3%	3%
	Strategic Communications and Community Engagement -- Tier 2	\$15000/month		3%	3%	3%	3%
	Strategic Communications and Community Engagement -- Tier 3	\$22500/month		3%	3%	3%	3%
	Landscape Analysis		\$15,000	3%	3%	3%	3%
	Survey — Level 0 — Quick Check		\$3,000	3%	3%	3%	3%
	Survey — Level 1		\$20,000	3%	3%	3%	3%
	Survey — Level 2		\$30,000	3%	3%	3%	3%
	Survey — Level 3		\$40,000	3%	3%	3%	3%
	Ethnography		\$19,000	3%	3%	3%	3%
	Theory of Change / Logic Model / Customer Journey Map — Tier 1		\$15,000	3%	3%	3%	3%
	Theory of Change / Logic Model / Customer Journey Map — Tier 2		\$25,000	3%	3%	3%	3%
	Film Production — Tier 1		\$10,000	3%	3%	3%	3%
	Film Production — Tier 2		\$15,000	3%	3%	3%	3%
	Film Production — Tier 3		\$40,000	3%	3%	3%	3%
	Film Production — Tier 4		\$40,000	3%	3%	3%	3%
	Event Coverage — Photography		\$7,000	3%	3%	3%	3%
	Digital Marketing Campaign		15% of direct ad spend, minimum \$5,000 fee per month	3%	3%	3%	3%
	Holistic Marketing Campaign Execution		15% of direct ad spend, minimum \$5,000 fee per month.	3%	3%	3%	3%
	Strategic Communications Intern -- hourly rate	\$62.50		3%	3%	3%	3%
	Content Creator -- hourly rate	\$80.00		3%	3%	3%	3%
	Account Coordinator -- hourly rate	\$85.00		3%	3%	3%	3%
	Associate Digital Analyst -- hourly rate	\$85.00		3%	3%	3%	3%
	Staff Writer -- hourly rate	\$90.00		3%	3%	3%	3%

	Senior Research Associate -- hourly rate	\$97.50		3%	3%	3%	3%	
	Account Executive -- hourly rate	\$110.00		3%	3%	3%	3%	
	Senior Writer -- hourly rate	\$115.00		3%	3%	3%	3%	
	Marketing Specialist -- hourly rate	\$117.50		3%	3%	3%	3%	
	Senior Account Executive -- hourly rate	\$135.00		3%	3%	3%	3%	
	Creative Producer -- hourly rate	\$135.00		3%	3%	3%	3%	
	Senior Web Strategist -- hourly rate	\$135.00		3%	3%	3%	3%	
	Senior Digital Marketing Strategist -- hourly rate	\$142.50		3%	3%	3%	3%	
	Editor -- hourly rate	\$150.00		3%	3%	3%	3%	
	Senior Research Manager -- hourly rate	\$150.00		3%	3%	3%	3%	
	Brand Designer -- hourly rate	\$155.00		3%	3%	3%	3%	
	Project Manager -- hourly rate	\$165.00		3%	3%	3%	3%	
	Senior Account Manager -- hourly rate	\$172.50		3%	3%	3%	3%	
	Director -- hourly rate	\$205.00		3%	3%	3%	3%	
	Creative Director -- hourly rate	\$265.00		3%	3%	3%	3%	
	Vice President -- hourly rate	\$275.00		3%	3%	3%	3%	
	Senior Vice President -- hourly rate	\$315.00		3%	3%	3%	3%	
	Senior Vice President -- hourly rate	\$315.00		3%	3%	3%	3%	
	Strategic Accounts -- hourly rate	\$400.00		3%	3%	3%	3%	
	Partner -- hourly rate	\$495.00		3%	3%	3%	3%	
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	Category VI Value Proposals	Strategic Communications Consulting — up to 35 hour/month package	\$5,000		3%	3%	3%	3%
Media Training Package		\$15,000		3%	3%	3%	3%	
Strategic Communications Intern -- hourly rate		\$62.50		3%	3%	3%	3%	
Content Creator -- hourly rate		\$80.00		3%	3%	3%	3%	
Account Coordinator -- hourly rate		\$85.00		3%	3%	3%	3%	
Associate Digital Analyst -- hourly rate		\$85.00		3%	3%	3%	3%	
Staff Writer -- hourly rate		\$90.00		3%	3%	3%	3%	
Senior Research Associate -- hourly rate		\$97.50		3%	3%	3%	3%	
Account Executive -- hourly rate		\$110.00		3%	3%	3%	3%	
Senior Writer -- hourly rate		\$115.00		3%	3%	3%	3%	
Marketing Specialist -- hourly rate		\$117.50		3%	3%	3%	3%	
Senior Account Executive -- hourly rate		\$135.00		3%	3%	3%	3%	
Creative Producer -- hourly rate		\$135.00		3%	3%	3%	3%	
Senior Web Strategist -- hourly rate		\$135.00		3%	3%	3%	3%	
Senior Digital Marketing Strategist -- hourly rate		\$142.50		3%	3%	3%	3%	
Editor -- hourly rate		\$150.00		3%	3%	3%	3%	
Senior Research Manager -- hourly rate		\$150.00		3%	3%	3%	3%	
Brand Designer -- hourly rate		\$155.00		3%	3%	3%	3%	
Project Manager -- hourly rate		\$165.00		3%	3%	3%	3%	
Senior Account Manager -- hourly rate		\$172.50		3%	3%	3%	3%	
Director -- hourly rate		\$205.00		3%	3%	3%	3%	
Creative Director -- hourly rate		\$265.00		3%	3%	3%	3%	
Vice President -- hourly rate	\$275.00		3%	3%	3%	3%		
Senior Vice President -- hourly rate	\$315.00		3%	3%	3%	3%		
Senior Vice President -- hourly rate	\$315.00		3%	3%	3%	3%		
Strategic Accounts -- hourly rate	\$400.00		3%	3%	3%	3%		
Partner -- hourly rate	\$495.00		3%	3%	3%	3%		
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Category VII Direct Media Buys	Holistic Marketing Campaign Execution		15% of direct ad spend, minimum \$5,000 fee per month.	3%	3%	3%	3%	
	Digital Marketing Campaign		15% of direct ad spend, minimum \$5,000 fee per month	3%	3%	3%	3%	
	Strategic Communications Intern -- hourly rate	\$62.50		3%	3%	3%	3%	
	Content Creator -- hourly rate	\$80.00		3%	3%	3%	3%	
	Account Coordinator -- hourly rate	\$85.00		3%	3%	3%	3%	
	Associate Digital Analyst -- hourly rate	\$85.00		3%	3%	3%	3%	
	Staff Writer -- hourly rate	\$90.00		3%	3%	3%	3%	
	Senior Research Associate -- hourly rate	\$97.50		3%	3%	3%	3%	
	Account Executive -- hourly rate	\$110.00		3%	3%	3%	3%	
	Senior Writer -- hourly rate	\$115.00		3%	3%	3%	3%	
	Marketing Specialist -- hourly rate	\$117.50		3%	3%	3%	3%	
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	Creative Producer -- hourly rate	\$135.00		3%	3%	3%	3%	
	Senior Web Strategist -- hourly rate	\$135.00		3%	3%	3%	3%	
	Senior Digital Marketing Strategist -- hourly rate	\$142.50		3%	3%	3%	3%	
	Editor -- hourly rate	\$150.00		3%	3%	3%	3%	
	Senior Research Manager -- hourly rate	\$150.00		3%	3%	3%	3%	
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	Project Manager -- hourly rate	\$165.00		3%	3%	3%	3%	
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	Creative Director -- hourly rate	\$265.00		3%	3%	3%	3%	
Vice President -- hourly rate	\$275.00		3%	3%	3%	3%		
Senior Vice President -- hourly rate	\$315.00		3%	3%	3%	3%		
Senior Vice President -- hourly rate	\$315.00		3%	3%	3%	3%		
Strategic Accounts -- hourly rate	\$400.00		3%	3%	3%	3%		
Partner -- hourly rate	\$495.00		3%	3%	3%	3%		
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Category VIII Outdoor Advertising	NA							
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