

C12.1. Supplier's Rates

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FREESTYLE CREATIVE RATES CONTINUED

PRINT	ESTIMATED HOURS	ESTIMATED COST
Print: Brochure Design	20	\$3,000
Print: Basic Poster/Flyer Design	15	\$2,250
Print: Poster (original artwork)	20	\$3,000
Print: Newsletter (content provided)	10	\$1,500
Print: Booklet	25	\$3,750
Print: Annual Report	40	\$6,000
Print: Ad for magazine/newspaper	8	\$1,200
OUTDOOR	ESTIMATED HOURS	ESTIMATED COST
Outdoor: Billboard Design (vinyl/digital)	15	\$2,250
Outdoor: Bus Stop Collateral Design	15	\$2,250
PRESENTATION	ESTIMATED HOURS	ESTIMATED COST
Presentation: Sales or Educational	25	\$3,750
TRADE SHOWS / EVENTS	ESTIMATED HOURS	ESTIMATED COST
Tablecloths, Banners, General Signage	8	\$1,200
Structure Based Visual Displays	12	\$1,800
INTERACTIVE	ESTIMATED HOURS	ESTIMATED COST
Interactive: E-Newsletter Design and Initial Setup	15	\$2,250
Interactive: E-Newsletter Distribution (includes strategy, copywriting, graphic design, optimization and list management - per newsletter)	12	\$1,800
Interactive: Website (WordPress, content provided)	40	\$6,000
Interactive: Website (Custom WordPress website, basic design, content provided)	140	\$21,000
Interactive: Website Roadmap Session (Half-day - Scope Development, Sitemap and User-Flows) *Required to determine the scope for all custom websites.	-	\$3,750
Interactive: Website (Custom WordPress website, copywriting, custom design, content developed)	\$153 Hourly Rate	Dependent on Scope

FREESTYLE CREATIVE RATES CONTINUED

INTERACTIVE CONTINUED	ESTIMATED HOURS	ESTIMATED COST
Interactive: Website (Custom, full e-commerce site, copywriting, custom design)	\$153 Hourly Rate	Dependent on Scope
Interactive: Website (Custom CMS website with enhanced features: member portals, e-commerce, etc. copywriting, custom design)	\$153 Hourly Rate	Dependent on Scope
Interactive: Website Hosting	-	\$100
Interactive: Google Analytics Initial Setup	5	\$750
Interactive: App Development	500	\$75,000
SEARCH ENGINE OPTIMIZATION	ESTIMATED HOURS	ESTIMATED COST
SEO: Initial SEO/Website Setup	8	\$1,200
SEO: Search Engine Optimization (monthly)	10	\$1,500
SEO: Link building (monthly)	10	\$1,500
SEO: Blogging (includes SEO copywriting, graphic design, per blog post)	12	\$1,800
MEDIA SERVICES	ESTIMATED HOURS	ESTIMATED COST
Media: Media Strategy & Research (Monarch)	16	-
Media: Media Buy and Management (monthly)	8	\$1,200
VIDEO PRODUCTION	ESTIMATED HOURS	ESTIMATED COST
Video: Account Services	8	\$1,200
Video: Creative Concepting	12	\$1,800
Video: Scripting	16	\$2,400
Video: Story-boarding	24	\$3,600
Video: Pre-Production (Planning, shot list, casting, tech scouting, production management)	40	\$6,000
Video: Basic :15 - :30 Video (shot in studio)	40	\$6,000
Video: High-concept :30 - :90 Video (includes concepting, scripting, story-boarding, all pre-production, drone footage, editing)	250	\$37,500
Video: Testimonial/Interview Style :30 - :90 Video with B-Roll	60	\$9,000

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FREESTYLE CREATIVE RATES CONTINUED

VIDEO PRODUCTION CONTINUED	ESTIMATED HOURS	ESTIMATED COST
Video: 1/2 Day Studio Shoot	12	\$1,800
Video: Full Day Studio Shoot	30	\$4,500
Video: 1/2 Day Shoot On-Location	30	\$4,500
Video: Full Day Shoot On-Location	30	\$4,500
Video: Aerial/Drone Shoot On-Location	30	\$4,500
Video: Editing/Mastering	24	\$3,600
Video: Graphic Design (Static Logo/Title Card and lower-thirds)	30	\$4,500
Video: Animation (2D Logo/Title Card and lower-thirds)	30	\$4,500
Video: Animation (3D Logo/Title Card and lower-thirds)	40	\$6,000
External Cost - Contractor: Director of Photography (Full Day Shoot On-Location)	-	\$1,000
External Cost - Contractor: Camera Operator (Full Day Shoot On-Location)	-	\$650
External Cost - Contractor: Gaffer (Full Day Shoot On-Location)	-	\$650
External Cost - Contractor: Sound (Full Day Shoot On-Location)	-	\$650
External Cost - Contractor: Makeup/Hair (Full Day Shoot On-Location)	-	\$375
External Cost - Contractor: Production Assistant (Full Day Shoot On-Location)	-	\$75
External Cost - Equipment Rental (On-Location Shoot)	-	\$0 - \$2,500
External Cost - Music Licensing	-	\$0 - \$2,500
External Cost - Blu-Ray Production / Duplication (Starts at 50 disc minimum)	-	\$1,663+
External Cost - Travel/Mileage (2019 IRS Rate)	-	\$0.56/mile
AUDIO PRODUCTION	ESTIMATED HOURS	ESTIMATED COST
Audio: Audio/Commercial Production :15 Spot	10	\$1,500
Audio: Audio/Commercial Production :30 Spot	15	\$2,250
Audio: High Concept Audio/Commercial Production :15 (with music/sound effects)	20	\$3,000
Audio: High Concept Audio/Commercial Production :30 (with music/sound effects)	25	\$3,750
External Cost - Music Licensing	-	\$0 - \$2,500

FREESTYLE CREATIVE RATES CONTINUED

PODCAST PRODUCTION	ESTIMATED HOURS	ESTIMATED COST
Podcast: Strategy, Planning, Scripting and Coordination (Monthly/Per Episode)	10	\$1,500
Podcast: Production/Post-Production (one 30 minute episode)	16	\$2,400
External Cost - Equipment Rental	-	\$250
External Cost - Software, Music Licensing, Podcast hosting	-	\$0 - \$1,500
PHOTOGRAPHY	ESTIMATED HOURS	ESTIMATED COST
Photography: 1/2 Day Studio Shoot	10	\$1,500
Photography: Full Day Studio Shoot	20	\$3,000
Photography: 1/2 Day Shoot On-Location	16	\$2,400
Photography: Full Day Shoot On-Location	30	\$4,500
Photography: Event Photography On-Location	8	\$1,200
Photography: Editing/Retouching	8	\$1,200
AUGMENTED REALITY (CLEVVR)	HOURLY RATE	ESTIMATED COST
AR: White-labeled Cleavr Stories AR App	\$153	Upon Discovery
AR: 5 Unique AR Markers	\$153	Upon Discovery
AR: Unique QR Code (Recommended)	\$153	Upon Discovery
AR: Video Uploading, Maintenance and Hosting (Quarterly)	\$153	Upon Discovery