

# Section 8: Pricing, Exhibit 03: Rate Card Template

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.							*Pricing must include travel and delivery costs
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	Media Platform A:						
	Media Platform X:						
	Any emerging media platforms:	\$175/hr. + ad buy					
	Website Creation	\$175/hr.(we'll give project price based on SOW and needed functionality)	Project rates are given with SOW	3% YOY	3% YOY	3% YOY	3% YOY
	Digital Advertising on Meta, YT, X, U, Threads, Pinterest, Google, Nextdoor etc...	\$175/hr. + ad buy	Project rates are given with SOW	3% YOY	3% YOY	3% YOY	3% YOY
Attached File? No		Name of File:					
Category II Client Services	Marketing Event planning and support:	\$175/hr.	Project rates are given with SOW	3% YOY	3% YOY	3% YOY	3% YOY
	Business Development:	\$175/hr.	Project rates are given with SOW	3% YOY	3% YOY	3% YOY	3% YOY
	Project Management:	\$175/hr.	Project rates are given with SOW	3% YOY	3% YOY	3% YOY	3% YOY
	Quality Assurance:	\$175/hr.	Project rates are given with SOW	3% YOY	3% YOY	3% YOY	3% YOY
	Public Relations:	\$175/hr.	Project rates are given with SOW	3% YOY	3% YOY	3% YOY	3% YOY
Attached File? No		Name of File:					
Category III Creative Services	Arts & Graphic Design:	\$175/hr.	Project rates are given with SOW	3% YOY	3% YOY	3% YOY	3% YOY
	Commercial Photography:	\$175/hr.	Project rates are given with SOW	3% YOY	3% YOY	3% YOY	3% YOY
	Video Production :	\$175/hr.	Project rates are given with SOW	3% YOY	3% YOY	3% YOY	3% YOY
Attached File? No		Name of File:					
Category IV Advertising and Marketing Services	Advertising	15% standard ad buy fee + design time charged hourly at \$175/hr.	Project rates are given with SOW	3% YOY	3% YOY	3% YOY	3% YOY
	Marketing	\$175/hr.	Project rates are given with SOW	3% YOY	3% YOY	3% YOY	3% YOY
Attached File? No		Name of File:					

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<b>Category V</b> <b>Integrated Marketing Services</b>	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.						
	Scope of Work would be determined and priced at that time based on hourly rates. <i>If Crisis Comms is in the SOW, it would be priced at \$250/hr.</i>	\$175/hr.	Based on hrs. and SOW	3% YOY	3% YOY	3% YOY	3% YOY
Attached File? No		Name of File:					
<b>Category VI</b> <b>Value Proposals</b>	Other options not described that may add value to the State of Oklahoma.						
	Crisis Communication: Immediate Response	250/hr.		3% YOY	3% YOY	3% YOY	3% YOY
	Crisis Communication : Planning for Crisis Situations	175/hr.		3% YOY	3% YOY	3% YOY	3% YOY
	Spokesperson Training	175/hr.	Based on hrs. and SOW	3% YOY	3% YOY	3% YOY	3% YOY
	Influencer & Advocate Relations	175/hr.	Based on hrs. and SOW	3% YOY	3% YOY	3% YOY	3% YOY
Attached File? No		Name of File:					
<b>Category VII</b> <b>Direct Media Buys</b>	Graphic Design (Print, Video, and Web)	\$175/hr.	Based on hrs. and SOW	3% YOY	3% YOY	3% YOY	3% YOY
	Update and Expand Existing Messaging:	\$175/hr.	Based on hrs. and SOW	3% YOY	3% YOY	3% YOY	3% YOY
	Existing Web Site Update	\$175/hr.	Based on hrs. and SOW	3% YOY	3% YOY	3% YOY	3% YOY
	Targeted Media	\$175/hr.	Based on hrs. and SOW	3% YOY	3% YOY	3% YOY	3% YOY
Attached File? NO		Name of File:					
<b>Category VIII</b> <b>Outdoor Advertising</b>	Highway/Road Billboards – Paint, Panel, or Digital;	Negotiated with vendor once we receive SOW	15% standard ad buy fee + design time charged hourly at \$175hr.	3% YOY	3% YOY	3% YOY	3% YOY
	Bus Panel	Negotiated with vendor once we receive SOW	15% standard	3% YOY	3% YOY	3% YOY	3% YOY
	Vehicle Wrapping	Negotiated with vendor once we receive SOW	15% standard ad buy fee + design time charged hourly at \$175hr.	3% YOY	3% YOY	3% YOY	3% YOY
	Streetcar Advertising	Negotiated with vendor once we receive SOW	15% standard ad buy fee + design time charged hourly at \$175hr.	3% YOY	3% YOY	3% YOY	3% YOY
	Mobile – Billboards on Trailers.	Negotiated with vendor once we receive SOW	15% standard ad buy fee + design time charged hourly at \$175hr.	3% YOY	3% YOY	3% YOY	3% YOY
Attached File? No		Name of File:					

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