

7.8 Section Eight: Pricing (Will not be held Confidential) EXHIBIT 03: Rate Card Template							
<div>Instructions<div>-For each category, list the services titles you support. Provide total cost <b>or</b> 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. <b>*Pricing must include travel and delivery costs</b></div></div>							
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 Hour	% Rate Increase 2nd year	% Rate Increase 3rd year	% Rate Increase 4th year	% Rate Increase 5th year
Category I Web-Based, Social & Emerging Media Services	Please see page 56 of the full response for our complete rate card		\$125 - \$175	4%	4%	4%	4%
Attached File?		Name of File:					
Category II Client Services	Please see page 56 of the full response for our complete rate card		\$125 - \$195	4%	4%	4%	4%
Attached File?		Name of File:					
Category III Creative Services	Please see page 56 of the full response for our complete rate card		\$100 - \$195	4%	4%	4%	4%
Attached File?		Name of File:					
Category IV Advertising and Marketing Services	Please see page 56 of the full response for our complete rate card		\$125 - \$195	4%	4%	4%	4%
Attached File?		Name of File:					
Category V Integrated Marketing Services	Please see page 56 of the full response for our complete rate card		\$125 - \$195	4%	4%	4%	4%
Attached File?		Name of File:					
Category VI Value Proposals	Please see page 56 of the full response for our complete rate card		\$125 - \$195	4%	4%	4%	4%
Attached File?		Name of File:					
Category VII Direct Media Buys	Please see page 56 of the full response for our complete rate card		15% of total media buy	4%	4%	4%	4%
Attached File?		Name of File:					
Category VIII Outdoor Advertising	Please see page 56 of the full response for our complete rate card		15% of total media buy	4%	4%	4%	4%
Attached File?		Name of File:					