

7.8 Section Eight: Pricing (Will not be held Confidential)

EXHIBIT 03: Rate Card Template

Instructions

services titles you support. Provide total cost or hourly "not-to-exceed" rates for each level and category as applicable.

- For each category, list the

- 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.)	Cost Per Hour/Month	Cost per Project	% Rate Increase 2nd year	% Rate Increase 3rd year	% Rate Increase 4th year	% Rate Increase 5th year	*Description*	
Category I Web-Based, Social & Emerging Media Services	Web: Hourly	\$150/hour		Up to 10%	Up to 10%	Up to 10%	Up to 10%	Web projects are typically estimated as a fixed fee based on the scope of work defined by the client. The fee is developed using a base hourly rate of \$ 150.	
	Web: Basic		\$9500–\$13500	Up to 10%	Up to 10%	Up to 10%	Up to 10%	A basic website is one we define as 5–10 pages and includes planning, content, design, and development. These sites are created with existing brand assets, colors, and typography, and function more as online brochures, lacking blog, portal, lead generation, or other functionality.	
	Web: Robust		\$15000–\$25000	Up to 10%	Up to 10%	Up to 10%	Up to 10%	Additional scope like a blog or portfolio, custom photography, illustrations, login/security portals require additional cost and typically fall in this range.	
	Web: Enterprise		n/a	Up to 10%	Up to 10%	Up to 10%	Up to 10%	sites that involve intranets, community content, or advanced, layered user permissions. However, we gladly partner with more advanced development shops like Clevyr or amshot to handle the front-end design and messaging for sites like those.	
	Social: Hourly	\$150/hour		Up to 10%	Up to 10%	Up to 10%	Up to 10%	Social media projects are typically monthly recurring services, and are billed as such under a retainer agreement determined by the frequency and types of posts, monitoring and reporting needs, and number of platforms.	
	Social: Audit		\$1,500	Up to 10%	Up to 10%	Up to 10%	Up to 10%	A common starting point with new clients is an audit of existing channels, needs, and goals. We typically price this service around \$ 1,500, and use it to build a recommendation for longer-term services and improvements.	
	Social: Retainer	\$2000–\$3500		Up to 10%	Up to 10%	Up to 10%	Up to 10%	Typically, social media retainers with Coin involve quarterly brainstorming and topic-gathering, monthly graphics and text, ongoing monitoring and reporting, and impromptu zeitgeist/of-the-moment content that's relevant to a client's industry. For 8–12 posts each month on three platforms, we typically charge something in this specified range.	
	Attached File?		Name of File:						
	Category II Client Services	N/A / Coin does not wish to be	n/a	n/a	n/a	n/a	n/a	n/a	
Category III Creative Services	Hourly	\$150/hour						Creative services often start with naming, branding, or rebranding an organization. These projects are typically bid as fixed fees based on the value of the work, and are calculated using our hourly rate of \$ 150.	
	Naming		\$2500–\$7500	Up to 10%	Up to 10%	Up to 10%	Up to 10%	Cost varies depending on the exact scope of work, timeline required to complete it, depth and/or breadth of research required or desired, and whether verbal elements (mission, vision, values, taglines, etc.) are required or desired, versus pure visual identity.	
	Branding/Rebranding		\$8500–\$15000	Up to 10%	Up to 10%	Up to 10%	Up to 10%	Cost varies depending on the exact scope of work, timeline required to complete it, depth and/or breadth of research required or desired, and whether verbal elements (mission, vision, values, taglines, etc.) are required or desired, versus pure visual identity.	
	Brand Expansion		\$2000–\$4500	Up to 10%	Up to 10%	Up to 10%	Up to 10%	If an institution already has a logo or other visual elements, but needs to expand, evolve, or update it without starting over, we can provide that brand expansion service at a lower cost.	
	Sub-Branding		\$1500–\$3500	Up to 10%	Up to 10%	Up to 10%	Up to 10%	Sometimes organizations need sub-brands for upcoming events, fundraisers, exhibitions, capital campaigns, or other initiatives. These smaller brands don't require the same level of research or buildouts, and so can be done at a greatly reduced rate.	

								If an organization has a brand (whether we built it or not) and needs marketing, advertising, or other promotional materials built to communicate a message on behalf of the brand, we call these items “brand support” and they can be estimated as needed. Typical requests include business cards and stationery items, informational sheets, promotional items, email signatures, presentation decks (PowerPoint, etc.), signage (interior, exterior, wayfinding, etc.).
Attached File?		Name of File:						
Category IV Advertising and Marketing Services	Hourly	\$150/hour		Up to 10%	Up to 10%	Up to 10%	Up to 10%	<b>Marketing and advertising services</b> often start with cost varies depending on the exact scope of work, timeline required to complete it, depth and/or breadth of research required or desired, and whether multiple concepts (versus a single recommendation) are required or desired. Launching out a campaign can include any number of deliverables shot, written, or collected in any number of ways. Identifying a specific scope of work is important before putting budgets to these things, but we typically see our role in these projects landing in the range specified here.  rooted in creative we’ve already developed or using their own existing brand assets. These projects tend to be less “creative” and more “production work.” In those instances, we simply calculate the work based on the number of hours we think it’ll take to do great work, with revisions built in for a period of time at no  rooted in creative we’ve already developed or using their own existing brand assets. These projects tend to be less “creative” and more “production work.” In those instances, we simply calculate the work based on the number of hours we think it’ll take to do great work, with revisions built in for a period of time at no  rooted in creative we’ve already developed or using their own existing brand assets. These projects tend to be less “creative” and more “production work.” In those instances, we simply calculate the work based on the number of hours we think it’ll take to do great work, with revisions built in for a period of time at no  designs require significant pagination, layout, and editing time, whether we’re writing them or you are. These types of projects require thoughtful scope creation in the early stages of the project so we can price things appropriately. The ranges here represent easiest scenario (all text provided, pure layout based on existing brand assets, short) to more complex (back-and-forth on text, custom illustrations and data  Info sheets, annual reports, and other text-heavy designs require significant pagination, layout, and editing time, whether we’re writing them or you are. These types of projects require thoughtful scope creation in the early stages of the project so we can price things appropriately. The ranges here represent easiest scenario (all text provided, pure layout based on existing brand assets, short) to more complex (back-and-forth on text, custom illustrations and data
	Campaign Concepts		\$1500–\$4500	Up to 10%	Up to 10%	Up to 10%	Up to 10%	
	Campaign Development		\$4500–\$10000	Up to 10%	Up to 10%	Up to 10%	Up to 10%	
	Direct Mail		\$750–\$1200	Up to 10%	Up to 10%	Up to 10%	Up to 10%	
	Outdoor		\$750–\$1200	Up to 10%	Up to 10%	Up to 10%	Up to 10%	
	Email		\$450–\$750	Up to 10%	Up to 10%	Up to 10%	Up to 10%	
	Info Sheet, Flyer, Rack Card, etc.		\$900–\$1800	Up to 10%	Up to 10%	Up to 10%	Up to 10%	
	Annual Report or Magazine		\$4500–\$11000	Up to 10%	Up to 10%	Up to 10%	Up to 10%	
Attached File?		Name of File:						
Category V Integrated Marketing Services	Hourly							<b>Integrated marketing services</b> could be anything. Please see the other pricing sheets in section 7.8 for more specific project scopes and price ranges, if
		\$150/hour		Up to 10%	Up to 10%	Up to 10%	Up to 10%	
Attached File?		Name of File:						
Category VI Value Proposals	N/A / Coin does not wish to be	n/a	n/a	n/a	n/a	n/a	n/a	
Attached File?		Name of File:						
Category VII Direct Media Buys	N/A / Coin does not wish to be	n/a	n/a	n/a	n/a	n/a	n/a	
Attached File?		Name of File:						
Category VIII Outdoor Advertising	N/A / Coin does not wish to be	n/a	n/a	n/a	n/a	n/a	n/a	
Attached File?		Name of File:						