

Request for Proposals for
SW0135 Marketing & Advertising
 Issued by the State of Oklahoma
 Solicitation Number EV00000444
 Bidder Name:

7.8 Section 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	Meta Ad Management	200		5	5	5	5
	LinkedIn Ad Management	200		5	5	5	5
	Google Search Ad Management	200		5	5	5	5
	Billboard Ad Management	200		5	5	5	5
	Dashboard + Report Creation	225		5	5	5	5
	PR Strategy	225		5	5	5	5
	Email Strategy	225		5	5	5	5
	SEO Strategy	225		5	5	5	5
	Sales/Account Based Management Strategy	225		5	5	5	5
	Digital Marketing Management	225		5	5	5	5
	Tik Tok Ad Management	225		5	5	5	5
	Google Display Ad Management	225		5	5	5	5
	Campaign Reporting	200		5	5	5	5
	Website Strategy	225		5	5	5	5
	Wireframing	225		5	5	5	5
	Website Design	225		5	5	5	5
	Web Development	200		5	5	5	5
	Traditional Media Strategy	250		5	5	5	5
Traditional Media Management	225		5	5	5	5	
Attached File?		Name of File:					
Category II Client Services	Project Management	200		5	5	5	5
	Project Onboarding	175		5	5	5	5
	Project Planning	175		5	5	5	5
	Meetings and Reviews	200		5	5	5	5
	General Consulting	250		5	5	5	5

Attached File?	Name of File:						
Category III Creative Services	Brand Story Development	200	5	5	5	5	5
	Copywriting	200	5	5	5	5	5
	Copy Editing	200	5	5	5	5	5
	Art Direction	225	5	5	5	5	5
	Editorial Design + Layout	200	5	5	5	5	5
	Periodical Design + Layout	200	5	5	5	5	5
	Graphic Design	225	5	5	5	5	5
	Ad Design	225	5	5	5	5	5
	Visual Identity Design	225	5	5	5	5	5
	Verbal Identity	225	5	5	5	5	5
	Creative Concept Development	225	5	5	5	5	5
	Shot List Development	200	5	5	5	5	5
	Commercial Photography	225	5	5	5	5	5
	Animation Design	200	5	5	5	5	5
	Sales Enablement Design + Layout	200	5	5	5	5	5
	Video Production Sourcing and Planning	200	5	5	5	5	5
	Video Director	225	5	5	5	5	5
	Video Producer	225	5	5	5	5	5
	Director of Photography	225	5	5	5	5	5
	Gaffer (Lighting and Rigging for Video)	200	5	5	5	5	5
	Video Concepting	225	5	5	5	5	5
	Video Production Support	175	5	5	5	5	5
	Video Graphics Design	200	5	5	5	5	5
	Video Production	225	5	5	5	5	5
	Video Editing	200	5	5	5	5	5
	2D Animation	200	5	5	5	5	5
	3D Animation	250	5	5	5	5	5
Sound Design	200	5	5	5	5	5	
Podcast Concepting	200	5	5	5	5	5	
Podcast Editing	200	5	5	5	5	5	
Rebrand Process	225	5	5	5	5	5	
Brand Audit	200	5	5	5	5	5	
Attached File?	Name of File:						
Category IV Advertising and Marketing Services	Marketing Strategy Consulting	250	5	5	5	5	5
	Go to Market Strategy Consulting	250	5	5	5	5	5
	Fractional CMO Consulting	250	5	5	5	5	5
	Event Concept Development	250	5	5	5	5	5
	Analytics and Measurement Strategy	250	5	5	5	5	5
				5	5	5	5
Attached File?	Name of File:						
Category V Integrated Marketing Services	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.						
	Average Hourly Rate	225	5	5	5	5	5
	Campaign Management Retainers	200	5	5	5	5	5

Attached File?		Name of File:						
Category VI Value Proposals	Other options not described that may add value to the							
Attached File?		Name of File:						
Category VII Direct Media Buys	TV/Radio/Newspaper	Determined by placement- market rate / no markup						
	Ad Spend	Determined by placement- market rate / no markup						
Attached File?		Name of File:						
Category VIII Outdoor Advertising	Highway/Road Billboards – Paint, Panel, or Digital;	Determined by placement- market rate / no markup						
	Bus Panel	Determined by placement- market rate / no markup						
	Vehicle Wrapping	Determined by placement- market rate / no markup						
	Streetcar Advertising	Determined by placement- market rate / no markup						
	Mobile – Billboards on Trailers.	Determined by placement- market rate / no markup						
Attached File?		Name of File:						