

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
Attached File?	Name of file						
Category I Web-Based, Social & Emerging Media Services	Not Applicable						
Attached File?	Name of file						
Category II Client Services	Not Applicable						
Attached File?	Exhibit 03 / Hourly Rates						
Category III Creative Services	Presentation: Decks (1-30) \$ 7,500 Presentation: Decks (31-60) \$ 10,000 Print: Flyer/Brochure \$ 2,000 Print: Brochure, per page \$ 2,000 Print: One-Sheet \$ 1,200 Print: Ad Full Page \$ 2,000 Print: Flyer Design \$ 2,000 Print: Poster Design \$ 3,500 Video: Creative Concepting \$ 15,000 Video: Creative Concepting and Storyboarding \$ 20,000 Video: Script - 15 \$ 2,000 Video: Script - 30 \$ 3,000 Video: Script - 60 \$ 4,000 Video: Pre-Production (planning, shot list, casting, tech scouting, production management) \$ 6,750 Video: Basic 15-30 (Shot in Studio) \$ 6,750 Video: High Concept 30-90 (includes concepting, scripting, storyboarding, all pre-production, drone footage, editing) \$ 42,000 Video: Testimonial/Interview Style 30-90 (with b-roll) \$ 10,000 Video: Half-Day Studio Shoot \$ 7,000 Video: Full Day Studio Shoot \$ 11,500 Video: Half-Day Shoot On Location \$ 5,500 Video: Full Shoot on Location \$ 10,000 Video: Aerial/Drone Shoot on Location \$ 5,000 Video: Editing/Mastering \$ 4,000 Video: Graphic Design (Static logo/label card and lower-thirds) \$ 5,000 Video: Animation (2D logo/label card and lower-thirds) \$ 5,000 Video: Animation (3D logo/label card and lower-thirds) \$ 7,700 Audio: Audio/Commercial Production: 15 Spot \$ 1,875 Audio: Audio/Commercial Production: 30 Spot \$ 2,500 Audio: High Concept Audio/Commercial Production: 15 (With Music/Sound Effects) \$ 3,500 Audio: High Concept Audio/Commercial Production: 30 (With Music/Sound Effects) \$ 4,200 External Cost - Music Licensing 0-2,500 Photography: Headshots \$ 600 Photography: Half-Day Studio Shoot - internal photographer \$ 3,500 Photography: Full Day Studio Shoot - internal photographer \$ 5,500 Photography: Half-Day Shoot On-Location - internal photographer \$ 750 Photography: Full Day On-Location - internal photographer \$ 1,500 Photography: Event Photography On Location - internal photographer \$ 1,500 Banner Ad Initial Creation Static \$ 750 Banner Ad Initial Creation Animated \$ 1,500 Banner Ad Resizing Static \$ 350 Banner Ad Resizing Animated \$ 750 Email: Single Blast (Strategy, Copywriting, Graphic Design, \$ 1,500 Email: Single Blast (Optimization and List Management) \$ 600 Email: Template \$ 2,500 Website: Landing Page \$ 3,500 Tradeshow: Booth Development (full booth) On scope Tradeshow: Booth Single Wall On scope Brand: Signage On scope Print: Annual Report \$ 20,000						
Attached File?	Exhibit 03 / Hourly Rates						
Category IV Advertising and Marketing Services	Brand Audit - Tier 1 \$ 15,000 Brand Audit - Tier 2 \$ 7,500 Brand Strategy Intensive (includes brand platform) \$ 60,000 Creative Concept Development \$ 15,000 Key Messaging Development \$ 7,500 Brand: Naming Exercise (Company) \$ 15,000 Brand: Logo Development (Emerging/Startup) \$ 6,000 Brand: Logo Development (Rebrand) \$ 10,000 Brand: Stationery Set (Templates, Envelope, Slickers, Notepad, Business Cards) \$ 5,000 Brand: Business Card Template Development \$ 2,500 Brand: Graphics Standards Manual \$ 4,000						
Attached File?	Exhibit 03 / Hourly Rates						
Category V Integrated Marketing Services	See Categories III, IV, VI, VII, VIII						
Attached File?	Name of File						
Category VI Value Proposals	Other options not described that may add value to the State of Oklahoma. TBD based on Project						
Attached File?	Exhibit 03 / Hourly Rates						
Category VII Direct Media Buys	Media Planning \$ 10,000 Website: Hosting & Technical Maintenance \$ 250 Website: Google Analytics (initial setup) \$ 750 Website: Google Analytics (client onboarding if already set up) \$ 350						
Attached File?	Exhibit 03 / Hourly Rates						
Category VIII Outdoor Advertising	Outdoor: Billboard Design Static \$ 2,500 Outdoor: Billboard Design Animated \$ 3,500 Outdoor: Bus Wrap \$ 7,500 Outdoor: Bus Bench \$ 2,500 Outdoor: Bus Stop Signage \$ 3,000 Point of Purchase scope Table Tent \$ 2,500 Vehicle Wrap \$ 6,000						