

Exhibit 03: Rate Card Sheet

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

7.8 Section Eight: Pricing For Jones Public Relations EXHIBIT 03: Rate Card Template

Jones Public Relations provides all state agencies, departments and commissions a discounted blended rate, starting at \$175 for 2024 and 2025, a 5 percent increase will be set in 2026 and an additional 5 percent in 2027. Photography/Videography services are listed below proving half and full day rates.

Categories	List Services Provided	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	All Category I Services	\$175/per hour	N/A	0% - \$175/per hour	5% - \$184/per hour	5% - \$193/per hour	0% - \$193/per hour
Category II Client Services	All Category II Services	\$175/per hour	N/A	0% - \$175/per hour	5% - \$184/per hour	5% - \$193/per hour	0% - \$193/per hour
Category III Creative Services	Arts & Graphic Design:	\$175/per hour	N/A	0% - \$175/per hour	5% - \$184/per hour	5% - \$193/per hour	0% - \$193/per hour
	Commercial Photography: 4 Hour Shoot (Half Day)	Based on scope/location	Start at \$2,500	Start at \$2,500	Start at \$2,750	Start at \$3,000	Start at \$3,000
	Commercial Photography: 8 Hour Shoot (Full Day)	Based on scope/location	Start at \$4,000	Start at \$4,000	Start at \$4,250	Start at \$4,500	Start at \$4,500
	Video Production: 4 Hour Shoot (Half Day)	Based on scope/location	Start at \$4,500	Start at \$4,500	Start at \$4,750	Start at \$5,000	Start at \$5,000
	Video Production: 8 Hour Shoot (Full Day)	Based on scope/location	Start at \$8,000	Start at \$8,000	Start at \$8,250	Start at \$8,500	Start at \$8,500
Category IV Advertising and Marketing Services	All Category IV Services	\$175/per hour	N/A	0% - \$175/per hour	5% - \$184/per hour	5% - \$193/per hour	0% - \$193/per hour
Category V Integrated Marketing Services	All Category V Services	\$175/per hour	N/A	0% - \$175/per hour	5% - \$184/per hour	5% - \$193/per hour	0% - \$193/per hour
Category VI Value Proposals	Crisis Communications	\$175/per hour	N/A	0% - \$175/per hour	5% - \$184/per hour	5% - \$193/per hour	0% - \$193/per hour
	Influencer Management/Marketing	\$175/per hour	N/A	0% - \$175/per hour	5% - \$184/per hour	5% - \$193/per hour	0% - \$193/per hour
	AI Consulting and Management	\$175/per hour	N/A	0% - \$175/per hour	5% - \$184/per hour	5% - \$193/per hour	0% - \$193/per hour
	Media Training	\$175/per hour	N/A	0% - \$175/per hour	5% - \$184/per hour	5% - \$193/per hour	0% - \$193/per hour
	Online Publishing (Guaranteed Oklahoma)	\$175/per hour	N/A	0% - \$175/per hour	5% - \$184/per hour	5% - \$193/per hour	0% - \$193/per hour
Category VII Direct Media Buys	All Category VII Services	\$175/per hour	N/A	0% - \$175/per hour	5% - \$184/per hour	5% - \$193/per hour	0% - \$193/per hour
Category VIII Outdoor Advertising	All Category VIII Services	\$175/per hour	N/A	0% - \$175/per hour	5% - \$184/per hour	5% - \$193/per hour	0% - \$193/per hour