

**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.  
 must include travel and delivery costs \*Pricing

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 Project	% Rate Increase 2nd year	% Rate Increase 3rd year	% Rate Increase 4th year	% Rate Increase 5th year
<b>Category I Web-Based, Social &amp; Emerging Media Services</b>	Social Media Account Set-up includes Graphic Design (FaceBook, Instagram, TikTok, etc.)	\$ 110	\$ 880	3.0%	3.0%	3.0%	3.0%
	Social Media Strategy includes Campaign Concept	\$ 110	\$ 3,520	3.0%	3.0%	3.0%	3.0%
	Social Media Mgmt. & Monitoring	\$ 110	\$ 1,540	3.0%	3.0%	3.0%	3.0%
	Email Strategy & Implementation	\$ 110	\$ 550	3.0%	3.0%	3.0%	3.0%
	Podcast Strategy	\$ 110	\$ 1,540	3.0%	3.0%	3.0%	3.0%
	Podcast Post-Production	\$ 110	\$ 1,980	3.0%	3.0%	3.0%	3.0%
Attached File?	Yes	Name of File:		M. Lashell Photography - Rate Card.pdf			
<b>Category II Client Services</b>							
Attached File?		Name of File:					
<b>Category III Creative Services</b>	Graphic Design	\$ 110		3.0%	3.0%	3.0%	3.0%
	Commercial Photography – ½ day – Studio Shoot	\$ 150	\$ 1,500	3.0%	3.0%	3.0%	3.0%
	Commercial Photography – ½ day – Location Shoot	\$ 150	\$ 2,100	3.0%	3.0%	3.0%	3.0%
	Commercial Photography – Full day – Studio Shoot	\$ 150	\$ 3,000	3.0%	3.0%	3.0%	3.0%
	Commercial Photography – Full day – Location Shoot	\$ 150	\$ 3,600	3.0%	3.0%	3.0%	3.0%
	Commercial Photography – Event Shoot	\$ 150	\$ 1,200	3.0%	3.0%	3.0%	3.0%
	Video Production - Creative Concepting	\$ 150	\$ 1,500	3.0%	3.0%	3.0%	3.0%
	Video Production – Scripting	\$ 150	\$ 1,800	3.0%	3.0%	3.0%	3.0%
	Video Production – Story boarding	\$ 150	\$ 3,000	3.0%	3.0%	3.0%	3.0%
	Video Production – Pre-Production	\$ 150	\$ 4,800	3.0%	3.0%	3.0%	3.0%
	Video Production – 0:15 – 0:30 Video Studio Shoot	\$ 150	\$ 4,800	3.0%	3.0%	3.0%	3.0%
	Video Production – 0:30 – 0:90 Video High Concept (Concepting through Edit)	\$ 150	\$ 30,000	3.0%	3.0%	3.0%	3.0%
	Video Production – 0:30 - 0:90 Video Testimonial/Interview Style	\$ 150	\$ 8,100	3.0%	3.0%	3.0%	3.0%
	Video Production – ½ day - Studio	\$ 150	\$ 1,800	3.0%	3.0%	3.0%	3.0%
	Video Production – ½ day – Location	\$ 150	\$ 3,000	3.0%	3.0%	3.0%	3.0%
	Video Production – Full day – Studio	\$ 150	\$ 3,600	3.0%	3.0%	3.0%	3.0%
	Video Production – Full day – Location	\$ 150	\$ 4,500	3.0%	3.0%	3.0%	3.0%
Attached File?	Yes	Name of File:		M. Lashell Photography - Rate Card.pdf			
<b>Category IV Advertising and Marketing Services</b>							
Attached File?		Name of File:					
<b>Category V Integrated Marketing Services</b>							
Attached File?		Name of File:					
<b>Category VI Value Proposals</b>							
Attached File?		Name of File:					
<b>Category VII Direct Media Buys</b>							
Attached File?		Name of File:					
<b>Category VIII Outdoor Advertising</b>							
Attached File?		Name of File:					

# M. Lashell Photography, LLC Rate Card

## Web-Based, Social & Emerging Media Services

Service	Hourly Rate	Project Hours	Project Cost
<b>Social Media Account Set-up</b> includes Graphic Design	\$110	8	\$880
<b>Social Media Strategy</b> includes Campaign Concept	\$110	32	\$3,520
<b>Social Media Mgmt. &amp; Monitoring</b>	\$110	14	\$1,540
<b>Email Strategy &amp; Implementation</b>	\$110	5	\$550
<b>Podcast Strategy</b>	\$110	14	\$1,540
<b>Podcast Post-Production</b>	\$110	18	\$1,980



X



Facebook



Instagram



TikTok



## Creative Services

Service	Hourly Rate	Project Hours	Project Cost
<b>Graphic Design</b>	\$110		
<b>Photography – ½ day – Studio Shoot</b>	\$150	10	\$1,500
<b>Photography – ½ day - Location Shoot</b>	\$150	14	\$2,100
<b>Photography – Full Day – Studio Shoot</b>	\$150	20	\$3,000
<b>Photography – Full Day – Location Shoot</b>	\$150	24	\$3,600
<b>Photography – Event Shoot</b>	\$150	8	\$1,200
<b>Video Production - Creative Concepting</b>	\$150	10	\$1,500
<b>Video Production – Scripting</b>	\$150	12	\$1,800
<b>Video Production – Story boarding</b>	\$150	20	\$3,000
<b>Video Production – Pre-Production</b>	\$150	32	\$4,800
<b>Video Production – 0:15 – 0:30 Video Studio Shoot</b>	\$150	32	\$4,800
<b>Video Production – 0:30 – 0:90 Video High Concept (Concepting through Edit)</b>	\$150	200	\$30,000
<b>Video Production – 0:30 - 0:90 Video Testimonial/Interview Style</b>	\$150	54	\$8,100
<b>Video Production – ½ day - Studio</b>	\$150	12	\$1,800
<b>Video Production – ½ day – Location</b>	\$150	20	\$3,000
<b>Video Production – Full day – Studio</b>	\$150	24	\$3,600
<b>Video Production – Full day – Location</b>	\$150	30	\$4,500