

**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
<b>Category I Web-Based, Social &amp; Emerging Media Services</b>	Social media including Facebook, Instagram, LinkedIn and X	\$175/hr			5%	5%	5%
	Digital Display (static and animated web banners)	\$175/hr			5%	5%	5%
	Web Design and Development	\$175/hr			5%	5%	5%
	Copywriting	\$175/hr			5%	5%	5%
Attached File?		Name of File:					
<b>Category II Client Services</b>	Marketing Event Planning and Support:	\$175/hr			5%	5%	5%
	Business Development:	\$175/hr			5%	5%	5%
	Project Management:	\$175/hr			5%	5%	5%
	Quality Assurance:	\$175/hr			5%	5%	5%
	Public Relations:	\$175/hr			5%	5%	5%
Attached File?		Name of File:					
<b>Category III Creative Services</b>	Arts & Graphic Design:	\$175/hr			5%	5%	5%
	Commercial Photography:	\$175/hr			5%	5%	5%
	Video Production :	\$175/hr + costs			5%	5%	5%
	Copywriting	\$175/hr			5%	5%	5%
	Motion Design	\$175/hr			5%	5%	5%
	Illustration	\$175/hr			5%	5%	5%
	Environmental (signage, wayfinding, merchandising) Exhibit design	\$175/hr			5%	5%	5%
Attached File?		Name of File:					
<b>Category IV Advertising and Marketing Services</b>	Advertising	\$175/hr			5%	5%	5%
	Marketing	\$175/hr			5%	5%	5%
	Production Management	trade cost +20%					
Attached File?		Name of File:					
<b>Category V Integrated Marketing Services</b>	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.	\$175/hr				5%	5%
Attached File?		Name of File:					
<b>Category VI Value Proposals</b>	Other options not described that may add value to the State of Oklahoma.						
Attached File?		Name of File:					
<b>Category VII Direct Media Buys</b>	Graphic Design (Print, Video, and Web)	\$175/hr			5%	5%	5%
	Update and Expand Existing Messaging;	\$175/hr			5%	5%	5%
	Existing Web Site Update	\$175/hr			5%	5%	5%
	Targeted Media	15% agency commssion					
Attached File?		Name of File:					
<b>Category VIII Outdoor Advertising</b>	Highway/Road Billboards – Paint, Panel, or Digital;	\$175/hr			5%	5%	5%
	Bus Panel	\$175/hr			5%	5%	5%
	Vehicle Wrapping	\$175/hr			5%	5%	5%
	Streetcar Advertising	\$175/hr			5%	5%	5%
	Mobile – Billboards on Trailers.	\$175/hr			5%	5%	5%
Attached File?		Name of File:					