

7.8 Section Eight: Pricing (Will not be held Confidential)							
EXHIBIT 03: Rate Card							
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	Facebook & Instagram	\$3,500/month	\$150/hr	10	5	5	5
	LinkedIn	\$4,500/month	\$150/hr	10	5	5	5
	TikTok	\$8500/month	\$225/hr	10	5	5	5
	Website Building	\$225/hour	\$8500-\$75000	NA	NA	NA	NA
	Attached File?	No	Name of File:				
Category II Client Services	Marketing Event planning and support	\$150		10	5	5	5
	Business Development	\$225		10	5	5	5
	Project Management	\$195		10	5	5	5
	Quality Assurance	\$150		10	5	5	5
	Public Relations	\$195		10	5	5	5
	Crisis Communications (requiring rapid response)	\$250		10	5	5	5
	Attached File?	No	Name of File:				
Category III Creative Services	Arts & Graphic Design	\$125		10	5	5	5
	Commercial Photography	\$250		10	5	5	5
	Video Production	\$250		10	5	5	5
	Attached File?	No	Name of File:				
Category IV Advertising and Marketing Services		15% of the total ad buy + cost of creative development		NA	NA	NA	NA
	Advertising						
	Marketing	\$195		10	5	5	5
	Attached File?	No	Name of File:				
Category V Integrated Marketing Services		15% of the total ad buy + cost of creative development		NA	NA	NA	NA
	Advertising						
	Marketing	\$195		10	5	5	5
	Arts & Graphic Design	\$125		10	5	5	5
	Commercial Photography	\$250		10	5	5	5
	Video Production	\$250		10	5	5	5
	Attached File?	No	Name of File:				
Category VI Value Proposals	Marketing Event planning and support	\$150		10	5	5	5
	Business Development	\$225		10	5	5	5
	Project Management	\$195		10	5	5	5
	Quality Assurance	\$150		10	5	5	5
	Public Relations	\$195		10	5	5	5
	Crisis Communications (requiring rapid response)	\$250		10	5	5	5
	Attached File?	No	Name of File:				
Category VII Direct Media Buys	Graphic Design (Print, Video, and Web)	\$250		10	5	5	5
	Update and Expand Existing Messaging	\$225		10	5	5	5
	Attached File?	No	Name of File:				
Category VIII Outdoor Advertising	Highway/Road Billboards – Paint, Panel, or Digital;	\$125		10	5	5	5
	Attached File?	No	Name of File:				