

PRICING SCHEDULE

The undersigned has read and understands all conditions and terms of RFP 3533-9, is authorized to submit this proposal on behalf of the company, and hereby offers to perform the services for the pricing indicated below:

7.1 Monthly rate for services (include any additional fees if applicable for certain services and explain those services).

\$5,000-\$15,000/month in agency fees (depending on approved Scope of Work)

7.2 Other required services/fees, if any, not specifically requested in the RFP (list below)

Agency fees and budget estimates are based on your allotted monthly budget and managed against staff time required to plan and implement the approved scope of work on your behalf.

Public Relations	\$175 /hour blended
Marketing Strategy and Account Planning	\$200 /hour blended
Digital Strategy and Data Analytics	\$200 /hour blended
Creative Development	\$200 /hour blended
Technology Services and Development	\$180 /hour blended
Creative Production	\$120 /hour blended

Digital Media	\$160 /hour
Traditional Media Buying and Planning	15% commission

Other Costs	
Mileage and long-distance travel	Cost
Other third-party costs pass-through fee	20%

Payment Terms	
Payment of invoices	NET 30
Credit card processing fee	3.0%
Interest rate for late payments	Prime rate +5%

* Related hard costs incurred on our clients' behalf are incremental to agency fees and billed as incurred and based on client approval.

** Costs do not include printing or custom photography/videography (agency fees only)

