Request for Proposals for
SW0135 Marketing & Advertising
Issued by the **State of Oklahoma**
Solicitation Number EV00000444
Bidder Name: Jordan Associates, Inc. (dba Jordan Advertising)

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
Attached File?		Name of file					
Category I Web-Based, Social & Emerging Media Services	Web Development	$185/hr		4%	4%	4%	4%
	Landing Pages	$185/hr					
	Content Creation	$185/hr					
	Social Media Management	$185/hr					
	Digital Strategist/Buyer	$185/hr					
	Paid Search Specialist	$185/hr					
	Paid Social Specialist	$185/hr					
	SEO Specialist	$185/hr					
	Media Commission: 15% Gross						
Attached File?		Name of File:					
Category II Client Services	Strategic Marketing Direction	$185/hr		4%	4%	4%	4%
	Strategic Creative Direction	$185/hr					
	Art Direction/Illustration	$185/hr					
	Video Production	$185/hr					
	Film Production/Editing	$185/hr					
	Print Production	$185/hr					
	Copywriting	$185/hr					
	Account Management	$185/hr					
	Project Management	$185/hr					
	Event Management	$185/hr					
	Ad Operations Management	$185/hr					
	Research (Qualatative and Quantitative)	$185/hr					
	Stakeholder Engagement	$185/hr					
	Public Relations	$185/hr					
	Media Commission: 15% Gross						
Attached File?		Name of File:					
Category III Creative Services	Presentation: Decks (1-30)		$ 7,500	4%	4%	4%	4%
	Presentation: Decks (31-60)		$ 10,000				
	Print: Tri-Fold Brochure		$ 4,000				
	Print: Brochure, per page		$ 2,000				
	Print: One-Sheeter		$ 1,200				
	Print: Ad Full Page		$ 2,000				
	Print: Flyer Design		$ 2,000				
	Print: Poster Design		$ 3,500				
	Video: Creative Concepting		$ 15,000				
	Video: Creative Concepting and Storyboarding		$ 20,000				
	Video: Script - :15		$ 2,000				
	Video: Script - :30		$ 3,000				
	Video: Script - :60		$ 4,000				
	scouting, production management)		$ 6,750				
	Video: Basic 15-30 (Shot in Studio)		$ 6,750				
	storyboarding, all pre-production, drone footage, editing)		$ 42,000				
	Video: Testimonial/Interview Style 30-90 (with b-roll)		$ 10,000				
	Video: Half-Day Studio Shoot		$ 7,000				
	Video: Full Day Studio Shoot		$ 11,500				
	Video: Half-Day Shoot On Location		$ 5,500				
	Video: Full Shoot on Location		$ 10,000				
	Video: Aerial/Drone Shoot on Location		$ 5,000				
	Video: Editing/Mastering		$ 4,000				
	Video: Graphic Design (Static logo/title card and lower-thirds)		$ 5,000				
	Video: Animation (2D logo/title card and lower-thirds)		$ 5,000				
	Video: Animation (3D logo/title card and lower-thirds)		$ 6,700				
	Audio: Audio/Commercial Production: 15 Spot		$ 1,675				
	Audio: Audio/Commercial Production: 30 Spot		$ 2,500				
	Music/Sound Effects)		$ 3,500				
	Music/Sound Effects)		$ 4,200				
	External Cost - Music Llncensing		0-2,500				
	Photography: Headshots		$ 600				
	Photography: Half-Day Studio Shoot - internal photographer		$ 3,500				
	Photography: Full Day Studio Shoot - internal photographer		$ 5,500				
	photographer		$ 750				
	Photography: Full Day On-Location - internal photographer		$ 1,500				
	photographer		$ 1,500				
	Banner Ad Initial Creation Static		$ 750				
	Banner Ad Initial Creation Animated		$ 1,500				
	Banner Ad Resizing Static		$ 350				
	Banner Ad Resizing Animated		$ 750				
	Optimization, and List Management)		$ 1,500				
	Email: Single Blast (Optimization and List Management)		$ 600				
	Email: Template		$ 2,500				
	Website: Landing Page		$ 3,500				
	Tradeshow: Booth Development (full booth)		On scope				
	Tradeshow: Booth Single Wall		On scope				
	Brand: Signage		On scope				
	Print: Annual Report		$ 20,000				
Attached File?		Exhibit 03 / Hourly Ra					
Category IV Advertising and Marketing Services	Brand Audit - Tier 1		$ 15,000	4%	4%	4%	4%
	Brand Audit - Tier 2		$ 7,500				
	Brand Strategy Intensive (includes brand platform)		$ 60,000				
	Creative Concept Development		$ 15,000				
	Key Messaging Development		$ 7,500				
	Brand: Naming Exercise (Company)		$ 15,000				
	Brand: Logo Development (Emerging/Startup)		$ 6,000				
	Brand: Logo Development (Rebrand)		$ 10,000				
	Brand: Stationery Set (Templates, Envelope, Stickers, Notepad, Business Cards)		$ 5,000				
	Brand: Business Card Template Development		$ 2,500				
	Brand: Graphics Standards Manual		$ 4,000				
	Media Commission: 15% Gross						
Attached File?		Exhibit 03 / Hourly Rates					
Category V Integrated Marketing Services	Includes all functions of a full-service marketing & advertising agency and cover services offered under the categories I-IV and potentially others. We offer Integrated Marketing Service contracts that are broad in scope so that departments can develop scopes of work that may require a variety of services.			4%	4%	4%	4%
	Blended Hourly Rate	$185/hr					
	Media Commission: 15% Gross						
Attached File?		Name of File					
Category VI Value Proposals				4%	4%	4%	4%
	Development of City/State Cooperative Community Programs	$185/hr					
	Spearhead Sports Marketing Partnerships	$185/hr					
	Non-Profit Marketing Integration	$185/hr					
	Media Commission: 15% Gross						
Attached File?							
Category VII Direct Media Buys	Media Planning		$ 10,000	4%	4%	4%	4%
	Website: Hosting & Technical Maintenance		$ 250				
	Website: Google Analytics (initial setup)		$ 750				
	Website: Google Analytics (client onboarding if already set up)		$ 350				
	Media Commission: 15% Gross						
Attached File?		Exhibit 03 / Hourly Rates					
Category VIII Outdoor Advertising	Outdoor: Billboard Design Static		$ 2,500	4%	4%	4%	4%
	Outdoor: Billboard Design Animated		$ 3,500				
	Outdoor: Bus Wrap		$ 7,500				
	Outdoor: Bus Bench		$ 2,500				
	Outdoor: Bus Stop Signage		$ 3,000				
	Point of Purchase		scope				
	Table Tent		$ 2,500				
	Vehicle Wrap		$ 6,000				
	Media Commission: 15% Gross						