

**Attachment E1 to
STATE OF OKLAHOMA CONTRACT WITH COX LAHC, Inc.
RESULTING FROM Solicitation NO. EV00000444**

Pricing (Will not be held Confidential)							
Instructions 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							-For each category, *Pricing
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	Digital Marketing Solutions: Streaming TV, Display, Social Media, Email Marketing, Online Video, Digital Audio, SEM and Website Development	We do not charge agency or administrative fees. The full cost of the media, marketing or direct buy goes toward media placement. See attachment for media placement rates.		0%	2%	2%	2%
Attached File?	Yes	Name of File:	Cox Media Digital Rate Card.pdf				
Category II Client Services	Marketing Event planning and support:	N/A	N/A	N/A	N/A	N/A	N/A
	Business Development:	N/A	N/A	N/A	N/A	N/A	N/A
	Project Management:	N/A	N/A	N/A	N/A	N/A	N/A
	Quality Assurance:	N/A	N/A	N/A	N/A	N/A	N/A
	Public Relations:	N/A	N/A	N/A	N/A	N/A	N/A
Attached File?	No	Name of File:					
Category III Creative Services	Arts & Graphic Design:	Starting at \$250/hour	N/A	0%	2%	2%	2%
	Commercial Photography:	Starting at \$250/hour	N/A	0%	2%	2%	2%
	Video Production :	Starting at \$250/hour	N/A	0%	2%	2%	2%
	Digital Ad Creation:	Starting at \$250/hour	N/A	0%	2%	2%	2%
Attached File?	Yes	Name of File:	Creative Services Rate Card.pdf				

<p align="center">Category IV Advertising and Marketing Services</p>	Advertising	We do not charge agency or administrative fees. The full cost of the media, marketing or direct buy goes toward media placement. See attachment for media placement rates.		0%	2%	2%	2%
	Marketing	We provide marketing research, strategic planning and pre-/post-campaign evaluations as an added value to our clients.		0%	0%	0%	0%
Attached File?	Yes	Name of File:	Cox Media 2024 Rate Card.pdf				
<p align="center">Category V Integrated Marketing Services</p>	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.	N/A	N/A	N/A	N/A	N/A	N/A
Attached File?	No	Name of File:					
<p align="center">Category VI Value Proposals</p>	True Local Labs: custom in-depth market research	N/A	Pricing per custom project starts at \$20,000	0%	2%	2%	2%
Attached File?	No	Name of File:					
<p align="center">Category VII Direct Media Buys</p>	Graphic Design (Print, Video, and Web)	Starting at \$250/hour	N/A	0%	2%	2%	2%
	Update and Expand Existing Messaging;	Starting at \$250/hour	N/A	0%	2%	2%	2%
	Existing Web Site Update	We do not charge agency or administrative fees. The full cost of the media, marketing or direct buy goes toward media placement. See attachment for media placement rates.		0%	2%	2%	2%
	Targeted Media	We do not charge agency or administrative fees. The full cost of the media, marketing or direct buy goes toward media placement. See attachment for media placement rates.		0%	2%	2%	2%

	Digital Marketing Solutions: Streaming TV, Display, Social Media, Email Marketing, Online Video, Digital Audio, SEM and Website Development	We do not charge agency or administrative fees. The full cost of the media, marketing or direct buy goes toward media placement. See attachment for media placement rates.	0%	2%	2%	2%
	Cable & Satellite TV Placement	We do not charge agency or administrative fees. The full cost of the media, marketing or direct buy goes toward media placement. See attachment for media placement rates.	0%	2%	2%	2%
Attached File?	Yes	Name of File:	Cox Media 2024 Rate Card.pdf			
Category VIII Outdoor Advertising	Highway/Road Billboards – Paint, Panel, or Digital;	N/A	N/A	N/A	N/A	N/A
	Bus Panel	N/A	N/A	N/A	N/A	N/A
	Vehicle Wrapping	N/A	N/A	N/A	N/A	N/A
	Streetcar Advertising	N/A	N/A	N/A	N/A	N/A
	Mobile – Billboards on Trailers.	N/A	N/A	N/A	N/A	N/A
Attached File?	No	Name of File:				