

NEGOTIATED COST SCHEDULE
Mitchell Communications Group

Service	Original Cost Schedule	Negotiated Cost Schedule
Media Placement	5% of net media cost	5% of net media Cost
Advertising & Marketing Services	Vendor's Hourly Charge	Vendor's Hourly Charge
Creative Director	\$185.00 hourly charge	\$185.00 hourly charge
Art Director	\$185.00 hourly charge	\$170.00 hourly charge
Copy Writer	\$100.00 hourly charge	\$100.00 hourly charge
Account Supervisor	\$120.00 hourly charge	\$120.00 hourly charge
Account Manager	\$95.00 hourly charge	\$70.00 hourly charge
Staff Accountant	\$50.00 hourly charge	\$50.00 hourly charge
Promotional Specialist	\$135.00 hourly charge	\$100.00 hourly charge
Promotional Staff	\$25.00 hourly charge	\$25.00 hourly charge
Graphic Designer	\$135.00 hourly charge	\$105.00 hourly charge
Public Relations Director	\$185.00 hourly charge	\$185.00 hourly charge
Public Relations Coordinator	\$135.00 hourly charge	\$135.00 hourly charge
Production Director	\$185.00 hourly charge	\$185.00 hourly charge



ATTACHMENT C

Supplemental Pricing Information (Additional Vendor Categories)

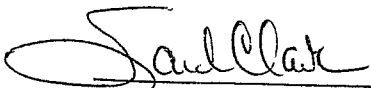
DO NOT modify this format.

Vendor's information provided on this page will NOT BE USED FOR SCORING and NO EVALUATION POINTS will be awarded for ATTACHMENT C. The additional pricing information will be used to set a cap for any supplemental services offered, if the vendor is ultimately selected as the contractor. ALC will negotiate all supplemental pricing prior to the RFP being awarded to the successful contractor.

Type of Advertising & Marketing Services (Job Title)	Hourly Charge	Description of Service Offered (You may attach additional page if needed for explanation.)
CEO	\$185	Provides strategic input and oversight of all accounts
Agency President	\$185	Provides strategic input and oversight of all accounts
Senior Vice President	\$185	Responsible for account oversight and strategic leadership
Chief Creative Officer	\$185	Serves as the executive-level leader for the creative team. Responsible for setting the standard for quality work, client interaction and overall creative process. Works with members of the agency design, copywriting, video, technology and online development teams, including those responsible for branding, marketing, strategic communications, media outreach and message development. Assists with new business activities, forecasting and budgeting for the team. This role involves high-level client interaction and presentation of the agency's creative work.
Vice President	\$185	Directs team(s), provides subject matter expertise as appropriate to further inform strategy or tactical execution. VP – Creative Services: Works closely with the CCO to manage the creative team. Serves as a critical role in overseeing quality of work, developing and implementing creative strategy, providing creative leadership and counsel to team members, and partnering with key stakeholders within the agency. This role involves client interaction and presentation of the agency's creative work.
Sr. Director, Digital & Social Media	\$185	<ul style="list-style-type: none"> • Day-to-day lead for development of websites, mobile apps, display ads, and all social media platforms • Direct lead with internal teams • Work closely with Account Lead on strategy and execution of product and digital publishing

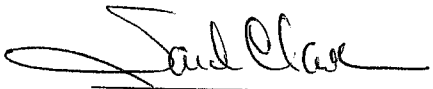
Sarah Clark, President
Mitchell Communications Group

		<ul style="list-style-type: none"> • Develop brand strategy decks • Build and communicate overarching program goals, including all content strategies, tech solutions, design requirements, editorial calendars and page analytics internal teams and key stakeholders
Director	\$160	<p>Ongoing leadership and direct team support :</p> <p>Creative Director: Responsible for interpreting the communication goals and objectives of creative assignments and delivering creative concepts to finished products as approved by the client. The Creative Director is responsible for creation and execution to finished product of client approved work on approved deadline and delivery schedules. Directs all copy and art team members within the agency team. This role involves client interaction and presentation of the agency's creative work.</p>
Supervisor	\$160	Campaign activation elements
Production Supervisor	\$160	Responsible for scheduling in-house video and commercial production teams and pre-production meetings. Manages budgets, timelines and all production needs for commercial shoots and radio production. As part of the creative team, Production Supervisor collaborates with all members of the creative process and works directly with the Associate Creative Director.
Editor(s)	\$160	Primarily responsible for the storage, review and compilation of digital video footage. Editors work closely with Producers and Motion Designers to understand the scope of work captured and the final deliverable requested by the client. While specializing in video editing, editors can assist with operating cameras or developing basic motion graphics, as needed.
Motion Designer(s)	\$160	Responsible for bringing a project to life starting with just graphics and images. Well-versed in AfterEffects, an industry-leading 3D software program, Motion Designers use this skill to animate videos for all agency clients. Works closely with Producers and Editors to understand the requests of the project and incorporate motion design seamlessly into videos. While specializing in motion design, they will also be asked to perform basic video editing duties from time to time.



Sarah Clark, President
Mitchell Communications Group

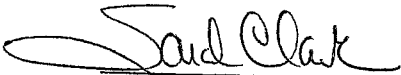
Digital Account Manager	\$160	<ul style="list-style-type: none"> • Fully understand all aspects of the client's account • Be able to formulate an overall digital strategy against goals • Identify best techniques and tools to support campaigns • Work closely with all specialist teams within the agency and vendors • Manage the day to day digital activities directly with the client
Technology Director	\$160	Creates user-information solutions by developing, implementing, and maintaining online applications, software support, online hosting and agency infrastructure; leading team of support technicians, developers and vendors. Works closely with Art Director on website and mobile app assignments. This role also involves client interaction and presentation of the agency's creative work.
Senior Public Affairs Manager	\$160	Provides support for overall reputation management efforts and guide public affairs strategy and tactics.
Associate Creative Director	\$160	Responsible for leading the creative execution of video commercial and photography work. Manages the technical production team members. Leads, initiates and inspires creative ideas, making sure the creative work reflects and drives the strategic direction across multiple projects. Directs and leads productions both on-location and in-studio. This role involves client interaction and presentation of the agency's creative work.
Producer	\$160	Responsible for the execution of a video or commercial on-location and in the pre-production process. Handles logistics leading up to a shoot and coordinates the details, schedules and content needed while on a set. Produces documents such as scripts, call sheets, shot lists, and helps run production meetings. Directs and leads productions both on-location and in-studio. Producers have experience in video and photography production such as editing, animation, camera operation, writing or similar area of expertise.
Junior Graphic Designer	\$90	Responsible for creating graphics and images to visually represent ideas and messages using a combination of typography, visual arts, animation and page layout techniques to produce a final result.



Sarah Clark, President
Mitchell Communications Group

Print Production Coordinator	\$135	Responsible for coordinating production of all printed materials for the agency and its clients. Communicates with vendors, initiates requests for bids manages budgets and timelines, and handles communications between client service teams Art Directors and vendors.
Digital Account Coordinator	\$135	<ul style="list-style-type: none"> • Proofread and copy edit social content • Social Media Proficiency/platforms • Knowledge of project management and design software for nimble content creation and publishing • SEO basics w/ content • Interpret data to adjust program offerings
Coordinator	\$135	Administrative and reporting assistance

Junior Copy Writer \$90



Sarah Clark, President
Mitchell Communications Group

NEGOTIATED COST SCHEDULE
Mangan Holcomb Partners

Service	Original Cost Schedule	Negotiated Cost Schedule
Media Placement	5% of net media cost	5% of net media Cost
Advertising & Marketing Services	Vendor's Hourly Charge	Vendor's Hourly Charge
Creative Director	\$220.00 hourly charge	\$185.00 hourly charge
Art Director	\$170.00 hourly charge	\$170.00 hourly charge
Copy Writer	\$100.00 hourly charge	\$100.00 hourly charge
Account Supervisor	\$120.00 hourly charge	\$120.00 hourly charge
Account Manager	\$70.00 hourly charge	\$70.00 hourly charge
Staff Accountant	\$50.00 hourly charge	\$50.00 hourly charge
Promotional Specialist	\$100.00 hourly charge	\$100.00 hourly charge
Promotional Staff	\$25.00 hourly charge	\$25.00 hourly charge
Graphic Designer	\$105.00 hourly charge	\$105.00 hourly charge
Public Relations Director	\$195.00 hourly charge	\$185.00 hourly charge
Public Relations Coordinator	\$150.00 hourly charge	\$135.00 hourly charge
Production Director	\$195.00 hourly charge	\$185.00 hourly charge

ATTACHMENT C
Supplemental Pricing Information
(Additional Vendor Categories)

DO NOT modify this format.

Vendor's information provided on this page will NOT BE USED FOR SCORING and NO EVALUATION POINTS will be awarded for ATTACHMENT C. The additional pricing information will be used to set a cap for any supplemental services offered, if the vendor is ultimately selected as the contractor. ALC will negotiate all supplemental pricing prior to the RFP being awarded to the successful contractor.

Type of Advertising & Marketing Services (Job Title)	Hourly Charge	Description of Service Offered (You may attach additional page if needed for explanation.)
Strategic Planning	\$ <u>185</u> hourly charge	Planning, consultation
Creative Concept	\$ <u>185</u> hourly charge	Development of overall campaign concepts
Copywriting	\$ <u>100</u> hourly charge	Development of advertising copy
Art Direction	\$ <u>170</u> hourly charge	Development of campaign design
Television/Radio Direction	\$ <u>170</u> hourly charge	Oversight of television and radio creative
Print production	\$ <u>195</u> hourly charge	Oversight of printing and other materials
Broadcast Production	\$ <u>195</u> hourly charge	Oversight or television/radio production details
Creative Layout/Design	\$ <u>170</u> hourly charge	Creation of design work and layouts
Account Supervision	\$ <u>120</u> hourly charge	Senior-level account oversight
Account Service	\$ <u>70</u> hourly charge	Day-to-day account management
Public Relations Planning	\$ <u>185</u> hourly charge	Development of public relations plans