

Attachment A
Gilbreath Communications, Inc.
Marketing, Public Relations, and Event Services
HGACBuy Contract No.: MC12-22

Job Classification	Rate
Category A: Marketing/Advertising Service	
Agency Officer	\$250/hour
Account Manager	\$150/hour
Account Executive	\$110/hour
Account Coordinator	\$110/hour
Project Management	\$150/hour
Marcomm Planning	\$125/hour
Media Planner/Buyer	\$120/hour
Digital Strategist	\$120/hour
Social Media Manager	\$150/hour
Social Media Account Executive	\$110/hour
Category B: Public Relations Service	
Public Relations Account Manager	\$150/hour
Public Relations Account Executive	\$110/hour
Public Relations Influencer Marketing Specialist	\$110/hour
Copy Writer	\$125/hour
Event Planner	\$110/hour
Event Coordinator	\$110/hour
Category C: Creative Process Service	
Creative Director	\$175/hour
Senior Designer	\$125/hour
Concept Development	\$125/hour
Design	\$110/hour
Production	\$110/hour
Illustration	\$125/hour
Web Design	\$125/hour
Web Programming	\$110/hour
Copy Writing	\$125/hour
Proofing and Editing	\$110/hour
Video Production	\$110/hour
Audio Production	\$110/hour
Traffic Specialist	\$110/hour
Category D: Event Planning/Execution Service	
N/A	

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OTHER DIRECT COSTS

List of Other Direct Costs.

These contract support items consist of those services and products (other than labor hours) needed to complete a project. Items may include but not be limited to: exhibit graphics, letterhead and envelopes printing, brochure printing, tabletop exhibits, professional photography, radio public service announcements production and distribution, printing of direct mail postcards, etc.

Gilbreath Communications Inc. may require services and products (other than labor hours) to complete a project. Items may include but not be limited to: exhibit graphics and hardware, offset printing, digital printing, mail processing, professional photography, stock photography, radio and television broadcast production and distribution, video production, custom illustration or animation, 3D modeling, research, list databases, media costs, custom web development, web hosting, promotional items, deliveries. These items will be individually quoted based on project needs and will follow the procedures stated below.

THIRD-PARTY QUOTES

Detail of any applicable charges for securing and analyzing third party quotations.

As a courtesy to our clients Gilbreath Communications, Inc. doesn't charge for the service of securing third-party quotes. We consider this to be an elemental part of the services we supply our clients. Gilbreath's standard practice when selecting third party commodity products/services is to secure bids from three separate vendors. The parameters of some projects may warrant vendors to be selected on specific capabilities, not strictly cost.

THIRD-PARTY EXPENSES

Proposed billing policy for charging of reimbursable third-party expenses, i.e. at cost, +5%, etc.

Gilbreath Communications, Inc. follows the standard industry practice for mark-ups on third-party expenses. All expenses, including media are billed to clients at gross rates, reflecting a 15 percent commission paid to the agency. The commission is used to offset costs of securing outside products/services. Commissions are negotiable when the associated staff time is compensated at an hourly rate or under a fee arrangement.

RATE CAPS

Agreeability to rate caps.

Gilbreath Communications, Inc. can work within rate caps where such caps are mutually beneficial.

UNNAMED EXPENSES

Description and basis for charges for any item not covered above.

While most customary expenses related to Gilbreath's services has been addressed above, the cost for any unforeseen expenses will be charged in a manner that is agreeable to both agency and client. Such costs may include an unforeseeable increase in the cost of raw materials, which would be charged to the client. Additionally, projects that require an abbreviated schedule (interrupting work on other projects) will incur rush charges of at least 30 percent.

RETAINER OPTIONS

Availability and terms for retainer type or time-based End User Agreements.

Gilbreath Communications, Inc. is open to working on a retainer or time-based contract provided the engagement has at least a three-month minimum.