

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

Job Classification	Rate
Category A: Marketing/Advertising Service	
Principal and Lead Strategist (30 years)	\$287.64/hr
Communications Director (20+ years)	\$178.71/hr
Communications Senior-Account Manager (10-15 years)	\$128.14/hr
Communications Senior-Media Buyer (15+ years)	\$118.97/hr
Communication Lead-Technical Writer (10+ years)	\$94.64/hr
Communication Specialist-Social Media (3-5 years)	\$81.59/hr
Senior Creative Service Lead-Multimedia Designer (10+ years)	\$118.97/hr
Creative Service Lead-Social Media (7+ years)	\$94.64/hr
Account Administrative Assisstant (5+ years)	\$57.40/hr
or Flat Hourly Rate (One Rate for All Labor Classifications)	\$125.00/hr
Proposed home office rates include labor, overhead, and profit.	
Annual Escalation 3.5%	
Category B: Public Relations Service	
Principal and Lead Strategist (30 years)	\$287.64/hr
Public Involvement Lead Director (20+ years)	\$178.71/hr
Public Engagement Manager (10-15 years)	\$140.53/hr
Public Involvement Senior Lead-Community Relations (10-15 years)	\$123.25/hr
Public Involvement Senior Lead-Government Relations (10-15 years)	\$123.25/hr
Senior Creative Service Lead-Multimedia Designer (10+ years)	\$118.97/hr
Creative Service Lead-Social Media (7+ years)	\$94.64/hr
Account Administrative Assisstant (5+ years)	\$57.40/hr
or Flat Hourly Rate (One Rate for All Labor Classifications)	\$124.93/hr
Proposed home office rates include labor, overhead, and profit.	
Annual Escalation 3.5%	
Category C: Creative Process Service	
Principal	\$287.64/hr
Creative Services Director (20 years)	\$185.91/hr
Creative Services Manager (10-15 years)	\$150.67/hr
Senior Creative Service Lead-Multimedia Designer-3-D Motion Graphics	\$130.00/hr
Senior Creative Service Lead-Multimedia Designer (10+ years)	\$118.97/hr
Creative Service Lead-Social Media (7+ years)	\$94.64/hr
Account Administrative Assistant (5+ years)	\$57.40/hr
or Flat Hourly Rate (One Rate for All Labor Classifications)	\$128.15/hr
Proposed home office rates include labor, overhead, and profit.	
Annual Escalation 3.5%	

