ATTACHMENT G – COST SCHEDULE - RFP 3481

Vendor Name: PENNA POWERS, INC.

Add lines or pages as needed.

Billable Services	**Hourly Rate**
Account Supervision	$125
Account Coordination/Project Mgmt	$110
Account Planning	$140
Art Direction/Layout	$125
Design/Layout	*$105*
Broadcast Production	$125
Concept/Design	$125
Consulting	$150
Copywriting	$120
Creative Direction	$140
Production Coordination	$115
Public Relations	$125
Research (Extended)	$150
Special Events	$75
Web Site Planning	$150
Web Site Design	$105
Web Site Maintenance	$100
Outsourced Vendor Mark Up Rate	0% for hard costs

Does your company provide any non-billable services? Yes x No _____

Additional information:
Penna Powers has strived to maintain financial integrity by providing quality products and services at reasonable rates and competitive pricing. We believe that any agreement has to be a win-win for both parties involved. We expect a reasonable profit for our efforts and our clients should expect to realize a good return on their investment.

Each client is unique in its marketing strategy and execution so are the unique in their billing requirements. Penna Powers is flexible and will meet the client's needs and bill them according to a mutually equitable arrangement.

The following information relates to our basic agency billable rates which range from $75 to $155 per hour and our commission structure.

Billable Services:	**Hourly Rate**
Strategy Development	$155
Account Planning	$140
Account Management	$125
Project Management	$110
Creative Management	$145
Art Direction	$125
Design/Layout	$105
Production Management	$115
Traffic Manager	$105
Copywriting	$120
Public Relations/Media Relations	$125
Research (Extended)	$150
Social Media Strategy	$135
Social Media Content Creation	$125
Web Site Planning	$150
Programming	$105
Search Engine Optimization	$115
Media Strategy & Planning*	$140
Media Buying & Tracking*	$105
Search Engine Marketing*	$115
Community Relations Management	$115
Outreach / Event Attendance	$75

Non Billable Services:

Accounting	Equipment
Office / Agency Administration	Long distance charges
Clerical	
Media Planning & Placement*	

***Media:**

Penna Powers has an array of options for billing time associated with the planning, placement and tracking of purchased media. We will work with each client individually to determine the best approach for them, but in general, Penna Powers retains the standard commission as allowed by the specific medium to recognized advertising agencies, this is usually 15% for traditional media (broadcast, print, outdoor) and 20% for digital media. When the medium does not pay a commission, we will bill in one of two ways depending on the budget; we will either add the commission of gross media or bill at the hourly rate listed above for planning, placement and tracking of that specific media.

Hard Costs/Outside Purchases:

Penna Powers makes it a practice to keep a current list of preferred suppliers for services such as printing, photography, videography, editing, promotional items and others. Because we have established relationships with these suppliers they provide us with exceptional work at reasonable and usually below "direct" prices. All projects requiring the service of these suppliers are sent out for bid and the most acceptable price/product supplier is chosen. For NDPS, Penna Powers will forgo the normal service fee that we usually apply.

Hard Costs could include (not inclusive of all expenses that could be incurred):

Printing costs – brochures, posters, rack cards, flyers, postcard, banners, etc.
Signage, banners, directional markers, booth graphics, window graphics, billboard printing
Photography (both original and stock)**
Model fees / Talent fees / Make-up artist
TV filming and editing
Videography
Props
Equipment rental
Location scouting fees
Radio recording and editing
Mailing lists
Mailing services
Giveaway items
Translation services
Props
Domain name registration
Storage
Website bandwidth
Event space rental / exhibition space rental
Trademarking services / patent services

**Please note: Penna Powers has a stock photography license that cannot be transferred to our clients. If a client wishes to use stock photography, an account must be set up in the clients name for Penna Powers to use and pass through the cost to the client.

Non-Service Fee Expenses:
Certain out-of-pocket expenses made by Penna Powers and approved in advance by client directly in the performance of its services under this agreement are passed on to client without a service fee. They include; transportation, subsistence and lodging when traveling in connection with the project; long distance or toll telephone calls, postage, messenger service and special mail or related services. All travel expenses will be billed at the GSA approved rates.

Project Estimates:
At the beginning of each project an estimate is given outlining professional services fees and hard cost expenses needed to complete the job. This estimate must be approved by the client before any work begins. Additionally, clients are provided with media schedules to approve before any media is ordered or purchased.

Billing:
Penna Powers bills on a monthly basis at the end of the month for work done in the preceding 30 days, as well as media that was run during the same period. All billing contains a listing of projects or jobs with the charges for each job broken by professional services and hard costs. No backup is normally included in the billing packet, but is available upon request. Bills are due and payable within 30 days of the invoice d