## Department of Information Resources

## Request for Offer DIR-CPO-TMP-564

## Comprehensive Web Development and Managed Services

## Exhibit D - PRICING SHEET

## Texas Creative DIR-CPO-5200

**Upload the itemized PRICE SHEET in the BIDSTAMP VIS as an EXCEL spreadsheet**

| SERVICE CATEGORY Description | SUBCATEGORY | PRODUCT DESCRIPTION | MSRP/List Price (Per Unit) | Unit of Measure | Discount % off MSRP | DIR Customer Price (Per Unit/EA) |
|---|---|---|---|---|---|---|
| **Accessibility Services** | Accessibility Audit | Consulting, research, recommendation for Audit process | $135.00 | Per Hour | 20% | $108.81 |
| | WCAG Compliance Testing | WCAG Compliance Testing | $135.00 | Per Hour | 20% | $108.81 |
| | PDF Testing and Remediation | PDF Testing and Remediation | Quoted per project | Quoted per project | 20% | Quoted per project |
| | Form Testing and Remediation | Form Testing and Remediation | Quoted per project | Quoted per project | 20% | Quoted per project |
| | | **Category Total Average Discount** | | | **20.00%** | |
| **WEBSITE DESIGN/DEVELOPMENT** | Account Coordination | Account Coordination | $100.00 | Per Hour | 20% | $80.60 |
| | Account Management | Account Management | $130.00 | Per Hour | 20% | $104.78 |
| | Administrative | Administrative | $85.00 | Per Hour | 20% | $68.51 |
| | Art Direction | Art Direction | $135.00 | Per Hour | 20% | $108.81 |
| | Client Meeting | Client Meeting | $120.00 | Per Hour | 20% | $96.72 |
| | CMS | CMS | $75.00 | Per Hour | 20% | $60.45 |
| | Copywriting | Copywriting | $135.00 | Per Hour | 20% | $108.81 |
| | Copywriting Jr | Copywriting Jr | $100.00 | Per Hour | 20% | $80.60 |
| | Creative Direction | Creative Direction | $150.00 | Per Hour | 20% | $120.90 |
| | Internal Meeting | Internal Meeting | $85.00 | Per Hour | 20% | $68.51 |
| | Media Buying | Media Buying | $90.00 | Per Hour | 20% | $72.54 |
| | Media Coordination | Media Coordination | $75.00 | Per Hour | 20% | $60.45 |
| | Media Planning | Media Planning | $125.00 | Per Hour | 20% | $100.75 |
| | P-5 File Prep/Quality Control | P-5 File Prep/Quality Control | $75.00 | Per Hour | 20% | $60.45 |
| | Production | Production | $120.00 | Per Hour | 20% | $96.72 |
| | Production Revision | Production Revision | $120.00 | Per Hour | 20% | $96.72 |
| | Social Media Management | Social Media Management | $100.00 | Per Hour | 20% | $80.60 |
| | Social Media Strategy | Social Media Strategy | $120.00 | Per Hour | 20% | $96.72 |
| | Traffic Management | Traffic Management | $70.00 | Per Hour | 20% | $56.42 |
| | Travel Time | Travel Time | $70.00 | Per Hour | 20% | $56.42 |
| | Web Design/Development | Web Design/Development | $135.00 | Per Hour | 20% | $108.81 |
| | Web Maintenance | Web Maintenance | $75.00 | Per Hour | 20% | $60.45 |
| | Web Production | Web Production | $120.00 | Per Hour | 20% | $96.72 |

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|---|---|---|---|---|---|---|
| | Logo Design | Logo design for website | $7,045.00 | Per Design | 20% | $5,678.27 |
| | | **Category Total Average Discount** | | | **20.00%** | |

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| **Domain Name System (DNS) Management** | Registration/Renewal | 1 Year, .com, .net, .org, .info, .us top level domains. All others quoted at market rates. | $49.00 | Flat Fee | 10% | $44.43 |
| | Registration/Renewal | 2 Years, .com, .net, .org, .info, .us top level domains. All others quoted at market rates. | $89.00 | Flat Fee | 10% | $80.70 |
| | Registration/Renewal | 5 Years, .com, .net, .org, .info, .us top level domains. All others quoted at market rates. | $199.00 | Flat Fee | 10% | $180.44 |
| | Domain Registry Set-up | Domain registry research, management, set-up or transfer; web production | $120.00 | Per Hour | 20% | $96.72 |
| | | **Category Total Average Discount** | | | **12.50%** | |

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| **Business Analysis Services** | Website Audit | Research, review, and provide generalized reporting of the state of the infrastructure, code/CMS, SEO, and accessibility along with general recommendations as to improvements needed. | $1,077.50 | Flat fee | 20% | $868.47 |
| | Digital Display Banner Design | Graphic designer for digital display banner ads (one design, one set) | $2,145.00 | Flat fee | 20% | $1,728.87 |
| | Email Marketing Template | Email marketing template design and coding | $3,220.00 | Flat fee | 20% | $2,595.32 |
| | Email Newsletter SaaS Platform Setup | Research, recommend and set up email send platform | $1,200.00 | Flat fee | 20% | $967.20 |
| | MyEmma Email Management Services | Annual or monthly platform access | Quoted per project | Quoted per project | 10% | Quoted per project |
| | MyEmma Email Management Addons | Annual, monthly or one-time addons | Quoted per project | Quoted per project | 10% | Quoted per project |
| | Social Media Management | Manage social media community, communication calendar, persona development, training | $100.00 | Per Hour | 20% | $80.60 |
| | Social Media Page Creation | Social media page creation for Facebook, Instagram, Pinterest, LinkedIn, Twitter, and others | $100.00 | Per Hour | 20% | $80.60 |
| | Social Media Reputation Management | Hourly cost to manage social reputation, customer service response across multiple platforms | $100.00 | Per Hour | 20% | $80.60 |
| | Monthly Analytics Reporting | Monthly reporting for all analytics | $787.50 | Flat Fee | 20% | $634.73 |
| | Google Analytics Setup - One Time | Set up Google Analytics for website | $1,327.50 | Flat Fee | 20% | $1,069.97 |
| | Search Engine Optimization | Research, recommendations and strategic planning for SEO and site content. | $135.00 | Per Hour | 20% | $108.81 |
| | SEO Monitoring Dashboard | Keyword (paid and organic), competitor, and backlink monitoring; SEO & on-page audits; 1 user login | $212.00 | per month | 10% | $192.23 |
| | SEO Monitoring Dashboard Addon - AI Content Tools | Content idea finder; SEO & content improvement recommendations; (requires SEO Monitoring Dashboard) | $65.00 | per month | 10% | $58.94 |
| | SEO Monitoring Dashboard Addon - Local SEO | Google business profile analysis & monitoring, local rank tracker, review monitoring, local market audit; (requires SEO Monitoring Dashboard) | $65.00 | per month | 10% | $58.94 |
| | | **Category Total Average Discount** | | | **17.69%** | |

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|---|---|---|---|---|---|---|
| | Consulting | Research, review and recommend hosting solutions for large enterprise websites | $135.00 | Per Hour | 20% | $108.81 |
| | Monthly CMS Security Maintenance | Monthly updates to patch security issues in the CMS. | $330.00 | Per Quarter | 10% | $299.23 |

| WEBSITE HOSTING | Monthly CMS Security Maintenance | Monthly updates to patch security issues in the CMS. Required for any website hosted on TXC servers | $225.00 | Per Quarter | 10% | $204.02 |
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| | **Category Total Average Discount** | | | | **13.33%** | |
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| CLOUD HOSTING | Consulting | Research, review and recommend hosting solutions for large cloud enterprise websites | $135.00 | Per Hour | 20% | $108.81 |
| | Maintenance | Maintenance for hosting plans | $75.00 | Per Hour | 20% | $60.45 |
| | Setup | Cloud hosting support and management | $360.00 | Per URL | 20% | $290.16 |
| | Hosting Plans | Platform.sh Development hosting - 0.65 vCPU / 0.65 GB RAM (1 environment; no live domain) | $20.00 | Per Month | 10% | $18.14 |
| | Hosting Plans | Platform.sh Essential hosting - 0.65 vCPU / 0.65 GB RAM (2 environments) | $35.00 | Per Month | 10% | $31.74 |
| | Hosting Plans | Platform.sh Standard hosting - 1 vCPU / 0.8 GB RAM (3 environments) | $75.00 | Per Month | 10% | $68.01 |
| | Hosting Plans | Platform.sh Medium hosting - 2 vCPU / 3 GB RAM (3 environments) | $195.00 | Per Month | 10% | $176.82 |
| | Hosting Plans | Platform.sh Large hosting - 4 vCPU / 6 GB RAM (3 environments) | $395.00 | Per Month | 10% | $358.17 |
| | Hosting Plans | Platform.sh X-Large hosting - 8 vCPU / 12 GB RAM (3 environments) | $790.00 | Per Month | 10% | $716.33 |
| | Hosting Plans | Platform.sh 2X-Large hosting - 16 vCPU / 24 GB RAM (3 environments) | $1,580.00 | Per Month | 10% | $1,432.67 |
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| | Addons | 5GB SSD additional disk storage for Platform.sh for up to 3 environments | $11.25 | Per 5 GB/Month | 10% | $10.20 |
| | Addons | 3 additional development environments for Platform.sh hosting | $30.75 | Per Month | 10% | $27.88 |
| | Addons | 1 client developer user access to Platform.sh | $22.00 | Per User/Month | 10% | $19.95 |
| | **Category Total Average Discount** | | | | **12.31%** | |
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| WEB CONTENT MANAGEMENT | Content Creation | Website content creation; graphics, video, promotions | $135.00 | Per Hour | 20.00% | $108.81 |
| | Content Implementation | Website content proofing and uploading into CMS | $120.00 | Per Hour | 20.00% | $96.72 |
| | Content Strategy | Website content strategy review, recommendations, planning | $135.00 | Per Hour | 20.00% | $108.81 |
| | Basic Content Maintenance | Website content update requests from client, change out photos, update text, add pages, graphics | $120.00 | Per Hour | 20.00% | $96.72 |
| | **Category Total Average Discount** | | | | **20.00%** | |
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| | CMS Training | CMS Training - Remote access | $120.00 | Per Hour | 20.00% | $96.72 |
| | Troubleshooting | Troubleshooting website by senior web developer, priority review, recommendations, repair | $75.00 | Per Hour | 20.00% | $60.45 |
| | Website Maintenance | Minor changes to website, code, them, page navigation, or functionality | $75.00 | Per Hour | 20.00% | $60.45 |

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| **TRAINING/MAINTENANCE/SUPPORT** | Accessibility Training - Half Day | Accessibility training for content managers. This half day session will share best practices for keeping your website WCAG compliant. | $480.00 | Per Half Day | 20.00% | $386.88 |
| | Accessiblity Training - Full Day | Accessibility training for content managers and technical teams. This full day session will offer a basic training for content managers followed by a more advance session for technical teams. Learn best practices for keeping your website WCAG compliant. | $960.00 | Per Full Day | 20.00% | $773.76 |
| | Email Marketing Training | Email Marketing training workshop | $120.00 | Per Hour | 20.00% | $96.72 |
| | Social Media Management Training | Social Media training workshop | $120.00 | Per Hour | 20.00% | $96.72 |
| | **Category Total Average Discount** | | | | **20.00%** | |
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| **TURNKEY SOLUTIONS** | Email Signature Custom Template | Design, and develop custom email signature template, provide html for client use or integration with email signature system. | $2,687.50 | Flat Fee | 10.00% | $2,436.89 |
| | Email Signature System Fee | 1-20 employee email signatures. Annual fee for email email signature system. | $175.00 | Annually | 10.00% | $158.68 |
| | Email Signature System Fee | 21-99 employee email signatures. Annual fee for email email signature system. | $275.00 | Annually | 10.00% | $249.36 |
| | Email Signature System Fee | 100-500 employee email signatures. Annual fee for email email signature system. | $375.00 | Annually | 10.00% | $340.03 |
| | **Category Total Average Discount** | | | | **10.00%** | |