



Rate Structure

UNITING EXPECTATIONS

July, 2017



GroPartners' pricing philosophy and payment terms are designed to simplify our relationships.

- We quote on a per-project fee basis. Detailed Statements of Work (SOW) based on agreed specifications are submitted for approval and authorization. Where definitive specifications may not be possible prior to project commencement, an estimated range will be submitted.
- Change order documents are issued if specifications are revised after the initial SOW is authorized.
- If no Master Services Agreement (MSA) exists, 50% is billed at project authorization, and in-process invoices are issued at 30-day intervals during the project duration.
- If a MSA is in place, in-process invoices are issued at 30-day intervals during the project duration.

RATE STRUCTURE



Task	Hourly Rate
Direction: Strategic, creative, art, account, digital, messaging, research and other leadership	\$175-\$225
Management/Execution: Project, design, digital development, graphics, copywriting and other mid-level tasks	\$125-\$175
Office and operative functions	\$65-\$85

Production	Example Rate
Animation: Medium complexity	\$5,500-\$7,500 per running minute

