

State of Maine
 Department of Health and Human Services
 Office of the Commissioner
 RFP 202203034

Pre-Qualified Vendor List for Marketing and Communication Services

1. Strategic Communication Planning Development and Execution

Vendor / Contact Information	Lead Point of Contact / Email	Rates
1 Broadreach Public Relations 19 Commerical Street Portland, ME 04101 (207) 650-9180	Linda Verrell lindav@broadreachpr.com	Broadreach Public Relations bases estimates on an open, blended base rate of \$150/hour for retainer work, discounts to \$125 per hour may be applied for volume. Project work is scoped by initiative and priced to the complexity of the work. Pricing for RUSH work may be adjusted accordingly based on required subject matter expertise and turnaround expectations. Principal Rate: \$300 Subject Matter Expert: \$225 Client Manager: \$150 Associate Rate: \$112.50 Admin/Apprentice Rate: \$75 Standard Agency Fee: \$150/Hour All client time, billable and nonbillable, is tracked in 15-minute increments. Hours are reviewed monthly and audited quarterly for retainer clients.
2 Burgess Advertising & Marketing 6 Fundy Road, Suite 300 Falmouth, ME 04105 (207) 775-5227	Meredith Strang Burgess Meredith@burgessadv.com	Creative Concept/Plan/Research: \$150/Hour Senior Account Management/Strategic Planning: \$150/Hour Art Direction/Finished Art/Copywriting: \$125/Hour Media Planning/Research: \$150/Hour Interactive Services & Design: \$100/Hour Meetings/Telephone Conferences: \$100/Hour Production Management: \$90/Hour Clerical: \$45/Hour
3 Fuseideas 34 Exchange Street, Suite 300 Portland, ME 04101 (207) 632-4002	Steve Mason smason@fuseideas.com	Discounted Blended Rate: \$150/Hour
4 iBec Creative 177 High Street Portland, ME 04101 (978) 609-0423	Nathan McCraven nathan@ibeccreative.com	\$185/Hour
5 Mishmash 386 Bridgton Road, Suite C Westbrook ME, 04092 (207) 838-8038	Michelle Philbrook michelle@mishmashmaine.com	\$135/Hour- Senior Level Staff
6 Pulse Marketing Agency 1 Merchants Plaza Bangor, ME 04401 (207) 990-8293	Laurie Lozier llozier@pulsemarketingagency.com	\$110/Hour Website Design & Development: \$125/Hour
7 Results Marketing & Design, Inc. DBA Ethos 17 Ash Street Westbrook, ME 04092 (207) 887-8333	Ted Darling tdarling@ethos-marketing.com	Ethos' hourly rates* for the services are as follows with a blended hourly rate of 146.33/hour. Marketing Strategy: \$180/Hour Creative Direction: \$175/Hour Account Services: \$145/Hour Project Management: \$130/Hour Copywriting: \$140/Hour Graphic Design: \$140/Hour Creative Production: \$130/Hour Digital Design: \$140/Hour Broadcast Production: \$150/Hour Video Editing: \$140/Hour Web Designer: \$140/Hour Web Developer: \$150/Hour Media Buyer: \$135/Hour Social/Content Development: \$140/Hour Public Relations: \$160/Hour Media Buying: Gross (Agency Commission of 15%) Outside Services: Cost + 20%
8 Rinck Advertising 113 Lisbon Street Lewiston, ME 04240 (207) 755-9470	Nikki Jarvais nikki@rinckadvertising.com	Creative: Production: \$110 / Sr. Production: \$150 Graphic Design: \$135 / Sr. Graphic Design: \$150 Art Direction: \$135 / Sr. Art Direction: \$150 Concept Development: \$150 Copywriting: \$135 / Sr. Copywriting: \$150 Creative Direction & Strategy: \$165 Video Production & Editing: \$135 Animation: \$135 Audio Production: \$135 Public Relations: Event & Promotions Coordination: \$100 Event & Promotions Management: \$135 Sr. Event & Promotions Planning & Strategy: \$160 Influencer Planning & Strategy: \$110 / Sr. Influencer Planning & Strategy: \$160 Influencer Management: \$110 / Sr. Influencer Management: \$160 Influencer Reporting: \$135 Influencer Analytics & Insights: \$165 Public Relations: \$150 / Sr. Public Relations: \$160 Public Relations Reporting: \$135

1. Strategic Communication Planning Development and Execution

Vendor / Contact Information	Lead Point of Contact / Email	Rates
		<p>Audio Direction: \$150 Pre-Pro Direction: \$110 Sr. Pre-Pro Direction: \$165 Shoot Production: \$135 Web: Web Content Production & Development: \$150 Web Coding: \$160 / Sr. Web Coding: \$165 Web Design: \$135 / Sr. Web Coding: \$165 Web Management: \$165 Web Content Planning: \$150 Web UI, UX, CX Direction: \$160 Web Administration & Maintenance: \$135 Content: Community Management: \$110 Content Production: \$135 Content Reporting: \$135 Content Analytics & Insights: \$165 / Sr. Content Planning & Strategy: \$160 Media: Media Reconciliation: \$110 Media Tagging: \$140 Media Maintenance + Optimization: \$140 Media Reporting: \$140 Media Buying + Placement: \$140 Media Planning & Strategy: \$150 Media Analytics & Insights: \$165</p> <p>Media Relations: \$135 Crisis Planning & Brand Management: \$175 Corporate Communications: \$175 Crisis Training: \$185 Crisis & Disaster Management: \$200 Accounts/Project Management: Project Coordination: \$115 Project Management: \$135 / Sr. Project Management: \$150 Account Management: \$135 / Sr. Account Management: \$165 Sr. Planning & Strategy: \$165 Principle Planning & Strategy: \$200 Admin: Gen/Admin: \$75 Proofreading: \$110 Research: \$135 Travel: \$110 / Sr. Travel: \$160 Traffic: \$135 Accounting: \$135 / Sr. Accounting: \$160 Research: Research Coordination: \$110 Research Planning & Strategy: \$160 Research Execution: \$165 Research Reporting: \$135 Sr. Research Analytics & Insights: \$165</p>
<p>9 Townsquare Media Portland, LLC One City Center 3rd Floor Portland, ME 04101 (207) 671-1251</p>	<p>Michelle Buck Michelle.Buck@TownsquareMedia.com</p>	<p>No Cost when considering vendor to place media buys</p>

State of Maine
Department of Health and Human Services
Office of the Commissioner
RFP 202203034
Pre-Qualified Vendor List for Marketing and Communication Services
2. Brand Development and Marketing

Vendor / Contact Information	Lead Point of Contact / Email	Rates
1 Broadreach Public Relations 19 Commerical Street Portland, ME 04101 (207) 650-9180	Linda Verrell lindav@broadreachpr.com	Broadreach Public Relations bases estimates on an open, blended base rate of \$150/hour for retainer work, discounts to \$125 per hour may be applied for volume. Project work is scoped by initiative and priced to the complexity of the work. Pricing for RUSH work may be adjusted accordingly based on required subject matter expertise and turnaround expectations. Principal Rate: \$300 Subject Matter Expert: \$225 Client Manager: \$150 Associate Rate: \$112.50 Admin/Apprentice Rate: \$75 Standard Agency Fee: \$150/Hour All client time, billable and nonbillable, is tracked in 15-minute increments. Hours are reviewed monthly and audited quarterly for retainer clients. Crisis / Incident Handling 24/7 \$225 to \$300 Basic Copywriting \$112.50 Copyediting / Proofing \$150 Technical Writing \$150 Graphic Design (to support copy, i.e., templates \$100 Event Planning & Logistics \$150
2 Burgess Advertising & Marketing 6 Fundy Road, Suite 300 Falmouth, ME 04105 (207) 775-5227	Meredith Strang Burgess Meredith@burgessadv.com	Creative Concept/Plan/Research: \$150/Hour Senior Account Management/Strategic Planning: \$150/Hour Art Direction/Finished Art/Copywriting: \$125/Hour Media Planning/Research: \$150/Hour Interactive Services & Design: \$100/Hour Meetings/Telephone Conferences: \$100/Hour Production Management: \$90/Hour Clerical: \$45/Hour
3 Foran Concepts (Previously Broad Creatives) PO Box 473 Saco ME 04072 (415) 722-8513	Emily Foran emily@foranconcepts.com	Costs for Services Billed by Time: Hourly: Billed in 1-minute timed increments (e.g. 30 min= \$50) Rate: \$100 Full Day: Billed per 8-hour work day period Rate: \$750 Example by-Product Flat Rate Costs: The following examples are intended to provide a "ballpark" sense of costs for popular products. For flat-rate costs of a given project, Foran Concepts can provide a hard estimate and cost agreement before the onset of any work. Non-profit Agency Logo: \$5,000 Brand Guidelines: \$500/page Illustration Services: \$100-\$1,000/per item 2-Sided, Trifold Brochure: \$3,500 Squarespace Website: \$7,500 3 Poster Series: \$3,500 Mailchimp E-Newsletter Template Design: \$3,000 PowerPoint Presentation Template Design: \$2,000 T-Shirt Design: \$500 Business Card: \$270 + 25/per employee Social Media Slideshow: \$100/slide Complex Infographic: \$3,500
4 Fuseideas 34 Exchange Street, Suite 300 Portland, ME 04101 (207) 632-4002	Steve Mason smason@fuseideas.com	Discounted Blended Rate: \$150/Hour
5 iBec Creative 177 High Street Portland, ME 04101 (978) 609-0423	Nathan McCraven nathan@ibeccreative.com	\$185/Hour
6 Mishmash 386 Bridgton Road, Suite C Westbrook ME, 04092 (207) 838-8038	Michelle Philbrook michelle@mishmashmaine.com	\$135/Hour- Senior Level Staff
7 Pulse Marketing Agency 1 Merchants Plaza Bangor, ME 04401 (207) 990-8293	Laurie Lozier llozier@pulsemarketingagency.com	\$110/Hour Website Deisgn & Development: \$125/Hour
8 Results Marketing & Design, Inc. DBA Ethos 17 Ash Street Westbrook, ME 04092 (207) 887-8333	Ted Darling tdarling@ethos-marketing.com	Ethos' hourly rates* for the services are as follows with a blended hourly rate of 146.33/hour. Marketing Strategy: \$180/Hour Creative Direction: \$175/Hour Account Services: \$145/Hour Project Management: \$130/Hour Copywriting: \$140/Hour Graphic Design: \$140/Hour Creative Production: \$130/Hour Digital Design: \$140/Hour Video Editing: \$140/Hour Web Designer: \$140/Hour Web Developer: \$150/Hour Media Buyer: \$135/Hour Social/Content Development: \$140/Hour Public Relations: \$160/Hour Media Buying: Gross (Agency Commission of 15%) Outside Services: Cost + 20%

2. Brand Development and Marketing

Vendor / Contact Information	Lead Point of Contact / Email	Rates
<p>9 Rinck Advertising 113 Lisbon Street Lewiston, ME 04240 (207) 755-9470</p>	<p>Nikki Jarvais nikki@rinckadvertising.com</p>	<p>Broadcast Production: \$150/Hour</p> <p>Creative: Production: \$110 / Sr. Production: \$150 Graphic Design: \$135 / Sr. Graphic Design: \$150 Art Direction: \$135 / Sr. Art Direction: \$150 Concept Development: \$150 Copywriting: \$135 / Sr. Copywriting: \$150 Creative Direction & Strategy: \$165 Video Production & Editing: \$135 Animation: \$135 Audio Production: \$135 Audio Direction: \$150 Pre-Pro Direction: \$110 Sr. Pre-Pro Direction: \$165 Shoot Production: \$135</p> <p>Web: Web Content Production & Development: \$150 Web Coding: \$160 / Sr. Web Coding: \$165 Web Design: \$135 / Sr. Web Coding: \$165 Web Management: \$165 Web Content Planning: \$150 Web UI, UX, CX Direction: \$160 Web Administration & Maintenance: \$135</p> <p>Content: Community Management: \$110 Content Production: \$135 Content Reporting: \$135 Content Analytics & Insights: \$165 / Sr. Content Planning & Strategy: \$160</p> <p>Media: Media Reconciliation: \$110 Media Tagging: \$140 Media Maintenance + Optimization: \$140 Media Reporting: \$140 Media Buying + Placement: \$140 Media Planning & Strategy: \$150 Media Analytics & Insights: \$165</p> <p>Public Relations: Event & Promotions Coordination: \$100 Event & Promotions Management: \$135 Sr. Event & Promotions Planning & Strategy: \$160 Influencer Planning & Strategy: \$110 / Sr. Influencer Planning & Strategy: \$160 Influencer Management: \$110 / Sr. Influencer Management: \$160 Influencer Reporting: \$135 Influencer Analytics & Insights: \$165 Public Relations: \$150 / Sr. Public Relations: \$160 Public Relations Reporting: \$135 Media Relations: \$135 Crisis Planning & Brand Management: \$175 Corporate Communications: \$175 Crisis Training: \$185 Crisis & Disaster Management: \$200</p> <p>Accounts/Project Management: Project Coordination: \$115 Project Management: \$135 / Sr. Project Management: \$150 Account Management: \$135 / Sr. Account Management: \$165 Sr. Planning & Strategy: \$165 Principle Planning & Strategy: \$200</p> <p>Admin: Gen/Admin: \$75 Proofreading: \$110 Research: \$135 Travel: \$110 / Sr. Travel: \$160 Traffic: \$135 Accounting: \$135 / Sr. Accounting: \$160</p> <p>Research: Research Coordination: \$110 Research Planning & Strategy: \$160 Research Execution: \$165 Research Reporting: \$135 Sr. Research Analytics & Insights: \$165</p>

State of Maine
Department of Health and Human Services
Office of the Commissioner
RFP 202203034
Pre-Qualified Vendor List for Marketing and Communication Services
3. Crisis Communication Planning and Execution

Vendor / Contact Information	Lead Point of Contact / Email	Rates
1 Broadreach Public Relations 19 Commerical Street Portland, ME 04101 (207) 650-9180	Linda Verrell lindav@broadreachpr.com	Broadreach Public Relations bases estimates on an open, blended base rate of \$150/hour for retainer work, discounts to \$125 per hour may be applied for volume. Project work is scoped by initiative and priced to the complexity of the work. Pricing for RUSH work may be adjusted accordingly based on required subject matter expertise and turnaround expectations. Principal Rate: \$300 Subject Matter Expert: \$225 Client Manager: \$150 Associate Rate: \$112.50 Admin/Apprentice Rate: \$75 Standard Agency Fee: \$150/Hour All client time, billable and nonbillable, is tracked in 15-minute increments. Hours are reviewed monthly and audited quarterly for retainer clients. Crisis / Incident Handling 24/7 \$225 to \$300 Basic Copywriting \$112.50 Copyediting / Proofing \$150 Technical Writing \$150 Graphic Design (to support copy, i.e., templates \$100 Event Planning & Logistics \$150
2 Fuseideas 34 Exchange Street, Suite 300 Portland, ME 04101 (207) 632-4002	Steve Mason smason@fuseideas.com	Discounted Blended Rate: \$150/Hour
3 Mishmash 386 Bridgton Road, Suite C Westbrook ME, 04092 (207) 838-8038	Michelle Philbrook michelle@mishmashmaine.com	\$135/Hour- Senior Level Staff
4 Rinck Advertising 113 Lisbon Street Lewiston, ME 04240 (207) 755-9470	Nikki Jarvais nikki@rinckadvertising.com	<p>Creative: Production: \$110 / Sr. Production: \$150 Graphic Design: \$135 / Sr. Graphic Design: \$150 Art Direction: \$135 / Sr. Art Direction: \$150 Concept Development: \$150 Copywriting: \$135 / Sr. Copywriting: \$150 Creative Direction & Strategy: \$165 Video Production & Editing: \$135 Animation: \$135 Audio Production: \$135 Audio Direction: \$150 Pre-Pro Direction: \$110 Sr. Pre-Pro Direction: \$165 Shoot Production: \$135</p> <p>Web: Web Content Production & Development: \$150 Web Coding: \$160 / Sr. Web Coding: \$165 Web Design: \$135 / Sr. Web Coding: \$165 Web Management: \$165 Web Content Planning: \$150 Web UI, UX, CX Direction: \$160 Web Administration & Maintenance: \$135</p> <p>Content: Community Management: \$110 Content Production: \$135 Content Reporting: \$135 Content Analytics & Insights: \$165 / Sr. Content Planning & Strategy: \$160</p> <p>Media: Media Reconciliation: \$110 Media Tagging: \$140 Media Maintenance + Optimization: \$140 Media Reporting: \$140 Media Buying + Placement: \$140 Media Planning & Strategy: \$150 Media Analytics & Insights: \$165</p> <p>Public Relations: Event & Promotions Coordination: \$100 Event & Promotions Management: \$135 Sr. Event & Promotions Planning & Strategy: \$160 Influencer Planning & Strategy: \$110 / Sr. Influencer Planning & Strategy: \$160 Influencer Management: \$110 / Sr. Influencer Management: \$160 Influencer Reporting: \$135 Influencer Analytics & Insights: \$165 Public Relations: \$150 / Sr. Public Relations: \$160 Public Relations Reporting: \$135 Media Relations: \$135 Crisis Planning & Brand Management: \$175 Corporate Communications: \$175 Crisis Training: \$185 Crisis & Disaster Management: \$200</p> <p>Accounts/Project Management: Project Coordination: \$115 Project Management: \$135 / Sr. Project Management: \$150 Account Management: \$135 / Sr. Account Management: \$165 Sr. Planning & Strategy: \$165 Principle Planning & Strategy: \$200</p> <p>Admin: Gen/Admin: \$75 Proofreading: \$110 Research: \$135 Travel: \$110 / Sr. Travel: \$160 Traffic: \$135 Accounting: \$135 / Sr. Accounting: \$160</p> <p>Research: Research Coordination: \$110 Research Planning & Strategy: \$160 Research Execution: \$165 Research Reporting: \$135 Sr. Research Analytics & Insights: \$165</p>

State of Maine
Department of Health and Human Services
Office of the Commissioner
RFP 202203034
Pre-Qualified Vendor List for Marketing and Communication Services
4. Copywriting

Vendor / Contact Information	Lead Point of Contact / Email	Rates
1 Broadreach Public Relations 19 Commerical Street Portland, ME 04101 (207) 650-9180	Linda Verrell lindav@broadreachpr.com	Broadreach Public Relations bases estimates on an open, blended base rate of \$150/hour for retainer work, discounts to \$125 per hour may be applied for volume. Project work is scoped by initiative and priced to the complexity of the work. Pricing for RUSH work may be adjusted accordingly based on required subject matter expertise and turnaround expectations. Principal Rate: \$300 Subject Matter Expert: \$225 Client Manager: \$150 Associate Rate: \$112.50 Admin/Apprentice Rate: \$75 Standard Agency Fee: \$150/Hour All client time, billable and nonbillable, is tracked in 15-minute increments. Hours are reviewed monthly and audited quarterly for retainer clients.
2 Fuseideas 34 Exchange Street, Suite 300 Portland, ME 04101 (207) 632-4002	Steve Mason smason@fuseideas.com	Discounted Blended Rate: \$150/Hour
3 iBec Creative 177 High Street Portland, ME 04101 (978) 609-0423	Nathan McCraven nathan@ibeccreative.com	\$185/Hour
4 Mishmash 386 Bridgton Road, Suite C Westbrook ME, 04092 (207) 838-8038	Michelle Philbrook michelle@mishmashmaine.com	\$135/Hour- Senior Level Staff
5 Rinck Advertising 113 Lisbon Street Lewiston, ME 04240 (207) 755-9470	Nikki Jarvais nikki@rinckadvertising.com	<p>Creative: Production: \$110 / Sr. Production: \$150 Graphic Design: \$135 / Sr. Graphic Design: \$150 Art Direction: \$135 / Sr. Art Direction: \$150 Concept Development: \$150 Copywriting: \$135 / Sr. Copywriting: \$150 Creative Direction & Strategy: \$165 Video Production & Editing: \$135 Animation: \$135 Audio Production: \$135 Audio Direction: \$150 Pre-Pro Direction: \$110 / Sr. Pre-Pro Direction: \$165 Shoot Production: \$135</p> <p>Web: Web Content Production & Development: \$150 Web Coding: \$160 / Sr. Web Coding: \$165 Web Design: \$135 / Sr. Web Coding: \$165 Web Management: \$165 Web Content Planning: \$150 Web UI, UX, CX Direction: \$160 Web Administration & Maintenance: \$135</p> <p>Content: Community Management: \$110 Content Production: \$135 Content Reporting: \$135 Content Analytics & Insights: \$165 / Sr. Content Planning & Strategy: \$160</p> <p>Media: Media Reconciliation: \$110 Media Tagging: \$140</p> <p>Public Relations: Event & Promotions Coordination: \$100 Event & Promotions Management: \$135 Sr. Event & Promotions Planning & Strategy: \$160 Influencer Planning & Strategy: \$110 / Sr. Influencer Planning & Strategy: \$160 Influencer Management: \$110 / Sr. Influencer Management: \$160 Influencer Reporting: \$135 Influencer Analytics & Insights: \$165 Public Relations: \$150 / Sr. Public Relations: \$160 Public Relations Reporting: \$135 Media Relations: \$135 Crisis Planning & Brand Management: \$175 Corporate Communications: \$175 Crisis Training: \$185 Crisis & Disaster Management: \$200</p> <p>Accounts/Project Management: Project Coordination: \$115 Project Management: \$135 / Sr. Project Management: \$150 Account Management: \$135 / Sr. Account Management: \$165 Sr. Planning & Strategy: \$165 Principle Planning & Strategy: \$200</p> <p>Admin: Gen/Admin: \$75 Proofreading: \$110 Research: \$135 Travel: \$110 / Sr. Travel: \$160 Traffic: \$135 Accounting: \$135 / Sr. Accounting: \$160</p> <p>Research:</p>

4. Copywriting

Vendor / Contact Information	Lead Point of Contact / Email	Rates
		Media Maintenance + Optimization: \$140 Media Reporting: \$140 Media Buying + Placement: \$140 Media Planning & Strategy: \$150 Media Analytics & Insights: \$165 Research Coordination: \$110 Research Planning & Strategy: \$160 Research Execution: \$165 Research Reporting: \$135 Sr. Research Analytics & Insights: \$165
6	Townsquare Media Portland, LLC One City Center 3rd Floor Portland, ME 04101 (207) 671-1251	Michelle Buck Michelle.Buck@TownsquareMedia.com No Cost when being used for purchased media through Townsquare Media Portland, LLC \$75.00/Hour when not being used for purchased media through Townsquare Media Portland, LLC

State of Maine
Department of Health and Human Services
Office of the Commissioner
RFP 202203034
Pre-Qualified Vendor List for Marketing and Communication Services
5. Technical Writing

Vendor / Contact Information	Lead Point of Contact / Email	Rates		
1 Broadreach Public Relations 19 Commerical Street Portland, ME 04101 (207) 650-9180	Linda Verrell lindav@broadreachpr.com	Broadreach Public Relations bases estimates on an open, blended base rate of \$150/hour for retainer work, discounts to \$125 per hour may be applied for volume. Project work is scoped by initiative and priced to the complexity of the work. Pricing for RUSH work may be adjusted accordingly based on required subject matter expertise and turnaround expectations. Principal Rate: \$300 Subject Matter Expert: \$225 Client Manager: \$150 Associate Rate: \$112.50 Admin/Apprentice Rate: \$75 Standard Agency Fee: \$150/Hour All client time, billable and nonbillable, is tracked in 15-minute increments. Hours are reviewed monthly and audited quarterly for retainer clients. Crisis / Incident Handling 24/7 \$225 to \$300 Basic Copywriting \$112.50 Copyediting / Proofing \$150 Technical Writing \$150 Graphic Design (to support copy, i.e., templates \$100 Event Planning & Logistics \$150		
2 Fuseideas 34 Exchange Street, Suite 300 Portland, ME 04101 (207) 632-4002	Steve Mason smason@fuseideas.com	Discounted Blended Rate: \$150/Hour		
3 Hart Consulting, Inc. 34 High Holborn Street Gardiner, ME 04345 (207) 462-3819	Patricia Hart pat@hartconsultinginc.com	Principal Consultant: \$175/Hour Senior Evaluation Associate: \$140/Hour Evaluation Associate: \$125/Hour Evaluation Assistant: \$100/Hour		
4 Mishmash 386 Bridgton Road, Suite C Westbrook ME, 04092 (207) 838-8038	Michelle Philbrook michelle@mishmashmaine.com	\$135/Hour- Senior Level Staff		
5 Rinck Advertising 113 Lisbon Street Lewiston, ME 04240 (207) 755-9470	Nikki Jarvais nikki@rinckadvertising.com	<table border="0"> <tr> <td style="vertical-align: top;"> Creative: Production: \$110 / Sr. Production: \$150 Graphic Design: \$135 / Sr. Graphic Design: \$150 Art Direction: \$135 / Sr. Art Direction: \$150 Concept Development: \$150 Copywriting: \$135 / Sr. Copywriting: \$150 Creative Direction & Strategy: \$165 Video Production & Editing: \$135 Animation: \$135 Audio Production: \$135 Audio Direction: \$150 Pre-Pro Direction: \$110 Sr. Pre-Pro Direction: \$165 Shoot Production: \$135 Web: Web Content Production & Development: \$150 Web Coding: \$160 / Sr. Web Coding: \$165 Web Design: \$135 / Sr. Web Coding: \$165 Web Management: \$165 Web Content Planning: \$150 Web UI, UX, CX Direction: \$160 Web Administration & Maintenance: \$135 Content: Community Management: \$110 Content Production: \$135 Content Reporting: \$135 Content Analytics & Insights: \$165 / Sr. Content Planning & Strategy: \$160 Media: Media Reconciliation: \$110 Media Tagging: \$140 Media Maintenance + Optimization: \$140 Media Reporting: \$140 Media Buying + Placement: \$140 Media Planning & Strategy: \$150 Media Analytics & Insights: \$165 </td> <td style="vertical-align: top;"> Public Relations: Event & Promotions Coordination: \$100 Event & Promotions Management: \$135 Sr. Event & Promotions Planning & Strategy: \$160 Influencer Planning & Strategy: \$110 / Sr. Influencer Planning & Strategy: \$160 Influencer Management: \$110 / Sr. Influencer Management: \$160 Influencer Reporting: \$135 Influencer Analytics & Insights: \$165 Public Relations: \$150 / Sr. Public Relations: \$160 Public Relations Reporting: \$135 Media Relations: \$135 Crisis Planning & Brand Management: \$175 Corporate Communications: \$175 Crisis Training: \$185 Crisis & Disaster Management: \$200 Accounts/Project Management: Project Coordination: \$115 Project Management: \$135 / Sr. Project Management: \$150 Account Management: \$135 / Sr. Account Management: \$165 Sr. Planning & Strategy: \$165 Principle Planning & Strategy: \$200 Admin: Gen/Admin: \$75 Proofreading: \$110 Research: \$135 Travel: \$110 / Sr. Travel: \$160 Traffic: \$135 Accounting: \$135 / Sr. Accounting: \$160 Research: Research Coordination: \$110 Research Planning & Strategy: \$160 Research Execution: \$165 Research Reporting: \$135 Sr. Research Analytics & Insights: \$165 </td> </tr> </table>	Creative: Production: \$110 / Sr. Production: \$150 Graphic Design: \$135 / Sr. Graphic Design: \$150 Art Direction: \$135 / Sr. Art Direction: \$150 Concept Development: \$150 Copywriting: \$135 / Sr. Copywriting: \$150 Creative Direction & Strategy: \$165 Video Production & Editing: \$135 Animation: \$135 Audio Production: \$135 Audio Direction: \$150 Pre-Pro Direction: \$110 Sr. Pre-Pro Direction: \$165 Shoot Production: \$135 Web: Web Content Production & Development: \$150 Web Coding: \$160 / Sr. Web Coding: \$165 Web Design: \$135 / Sr. Web Coding: \$165 Web Management: \$165 Web Content Planning: \$150 Web UI, UX, CX Direction: \$160 Web Administration & Maintenance: \$135 Content: Community Management: \$110 Content Production: \$135 Content Reporting: \$135 Content Analytics & Insights: \$165 / Sr. Content Planning & Strategy: \$160 Media: Media Reconciliation: \$110 Media Tagging: \$140 Media Maintenance + Optimization: \$140 Media Reporting: \$140 Media Buying + Placement: \$140 Media Planning & Strategy: \$150 Media Analytics & Insights: \$165	Public Relations: Event & Promotions Coordination: \$100 Event & Promotions Management: \$135 Sr. Event & Promotions Planning & Strategy: \$160 Influencer Planning & Strategy: \$110 / Sr. Influencer Planning & Strategy: \$160 Influencer Management: \$110 / Sr. Influencer Management: \$160 Influencer Reporting: \$135 Influencer Analytics & Insights: \$165 Public Relations: \$150 / Sr. Public Relations: \$160 Public Relations Reporting: \$135 Media Relations: \$135 Crisis Planning & Brand Management: \$175 Corporate Communications: \$175 Crisis Training: \$185 Crisis & Disaster Management: \$200 Accounts/Project Management: Project Coordination: \$115 Project Management: \$135 / Sr. Project Management: \$150 Account Management: \$135 / Sr. Account Management: \$165 Sr. Planning & Strategy: \$165 Principle Planning & Strategy: \$200 Admin: Gen/Admin: \$75 Proofreading: \$110 Research: \$135 Travel: \$110 / Sr. Travel: \$160 Traffic: \$135 Accounting: \$135 / Sr. Accounting: \$160 Research: Research Coordination: \$110 Research Planning & Strategy: \$160 Research Execution: \$165 Research Reporting: \$135 Sr. Research Analytics & Insights: \$165
Creative: Production: \$110 / Sr. Production: \$150 Graphic Design: \$135 / Sr. Graphic Design: \$150 Art Direction: \$135 / Sr. Art Direction: \$150 Concept Development: \$150 Copywriting: \$135 / Sr. Copywriting: \$150 Creative Direction & Strategy: \$165 Video Production & Editing: \$135 Animation: \$135 Audio Production: \$135 Audio Direction: \$150 Pre-Pro Direction: \$110 Sr. Pre-Pro Direction: \$165 Shoot Production: \$135 Web: Web Content Production & Development: \$150 Web Coding: \$160 / Sr. Web Coding: \$165 Web Design: \$135 / Sr. Web Coding: \$165 Web Management: \$165 Web Content Planning: \$150 Web UI, UX, CX Direction: \$160 Web Administration & Maintenance: \$135 Content: Community Management: \$110 Content Production: \$135 Content Reporting: \$135 Content Analytics & Insights: \$165 / Sr. Content Planning & Strategy: \$160 Media: Media Reconciliation: \$110 Media Tagging: \$140 Media Maintenance + Optimization: \$140 Media Reporting: \$140 Media Buying + Placement: \$140 Media Planning & Strategy: \$150 Media Analytics & Insights: \$165	Public Relations: Event & Promotions Coordination: \$100 Event & Promotions Management: \$135 Sr. Event & Promotions Planning & Strategy: \$160 Influencer Planning & Strategy: \$110 / Sr. Influencer Planning & Strategy: \$160 Influencer Management: \$110 / Sr. Influencer Management: \$160 Influencer Reporting: \$135 Influencer Analytics & Insights: \$165 Public Relations: \$150 / Sr. Public Relations: \$160 Public Relations Reporting: \$135 Media Relations: \$135 Crisis Planning & Brand Management: \$175 Corporate Communications: \$175 Crisis Training: \$185 Crisis & Disaster Management: \$200 Accounts/Project Management: Project Coordination: \$115 Project Management: \$135 / Sr. Project Management: \$150 Account Management: \$135 / Sr. Account Management: \$165 Sr. Planning & Strategy: \$165 Principle Planning & Strategy: \$200 Admin: Gen/Admin: \$75 Proofreading: \$110 Research: \$135 Travel: \$110 / Sr. Travel: \$160 Traffic: \$135 Accounting: \$135 / Sr. Accounting: \$160 Research: Research Coordination: \$110 Research Planning & Strategy: \$160 Research Execution: \$165 Research Reporting: \$135 Sr. Research Analytics & Insights: \$165			

State of Maine
Department of Health and Human Services
Office of the Commissioner
RFP 202203034
Pre-Qualified Vendor List for Marketing and Communication Services
6. Graphic Design

Vendor / Contact Information	Lead Point of Contact / Email	Rates
1 Broadreach Public Relations 19 Commerical Street Portland, ME 04101 (207) 650-9180	Linda Verrell lindav@broadreachpr.com	Broadreach Public Relations bases estimates on an open, blended base rate of \$150/hour for retainer work, discounts to \$125 per hour may be applied for volume. Project work is scoped by initiative and priced to the complexity of the work. Pricing for RUSH work may be adjusted accordingly based on required subject matter expertise and turnaround expectations. Principal Rate: \$300 Subject Matter Expert: \$225 Client Manager: \$150 Associate Rate: \$112.50 Admin/Apprentice Rate: \$75 Standard Agency Fee: \$150/Hour All client time, billable and nonbillable, is tracked in 15-minute increments. Hours are reviewed monthly and audited quarterly for retainer clients.
2 Foran Concepts (Previously Broad Creatives) PO Box 473 Saco ME 04072 (415) 722-8513	Emily Foran emily@foranconcepts.com	Costs for Services Billed by Time: Hourly: Billed in 1-minute timed increments (e.g. 30 min= \$50) Rate: \$100 Full Day: Billed per 8-hour work day period Rate: \$750 Example by-Product Flat Rate Costs: The following examples are intended to provide a "ballpark" sense of costs for popular products. For flat-rate costs of a given project, Foran Concepts can provide a hard estimate and cost agreement before the onset of any work. Non-profit Agency Logo: \$5,000 Brand Guidelines: \$500/page Illustration Services: \$100-\$1,000/per item 2-Sided, Trifold Brochure: \$3,500 Squarespace Website: \$7,500 3 Poster Series: \$3,500
3 Fuseideas 34 Exchange Street, Suite 300 Portland, ME 04101 (207) 632-4002	Steve Mason smason@fuseideas.com	Discounted Blended Rate: \$150/Hour
4 iBec Creative 177 High Street Portland, ME 04101 (978) 609-0423	Nathan McCraven nathan@ibeccreative.com	\$185/Hour
5 Mishmash 386 Bridgton Road, Suite C Westbrook ME, 04092 (207) 838-8038	Michelle Philbrook michelle@mishmashmaine.com	\$135/Hour- Senior Level Staff
6 Pulse Marketing Agency 1 Merchants Plaza Bangor, ME 04401 (207) 990-8293	Laurie Lozier llozier@pulsemarketingagency.com	\$110/Hour Website Deisgn & Development: \$125/Hour
7 Rinck Advertising 113 Lisbon Street Lewiston, ME 04240 (207) 755-9470	Nikki Jarvais nikki@rinckadvertising.com	Creative: Production: \$110 / Sr. Production: \$150 Graphic Design: \$135 / Sr. Graphic Design: \$150 Art Direction: \$135 / Sr. Art Direction: \$150 Concept Development: \$150 Copywriting: \$135 / Sr. Copywriting: \$150 Creative Direction & Strategy: \$165 Video Production & Editing: \$135 Animation: \$135 Audio Production: \$135 Audio Direction: \$150 Pre-Pro Direction: \$110 Sr. Pre-Pro Direction: \$165 Shoot Production: \$135

6. Graphic Design

Vendor / Contact Information	Lead Point of Contact / Email	Rates
		<p>Web: Web Content Production & Development: \$150 Web Coding: \$160 / Sr. Web Coding: \$165 Web Design: \$135 / Sr. Web Coding: \$165 Web Management: \$165 Web Content Planning: \$150 Web UI, UX, CX Direction: \$160 Web Administration & Maintenance: \$135</p> <p>Content: Community Management: \$110 Content Production: \$135 Content Reporting: \$135 Content Analytics & Insights: \$165 / Sr. Content Planning & Strategy: \$160</p> <p>Media: Media Reconciliation: \$110 Media Tagging: \$140 Media Maintenance + Optimization: \$140 Media Reporting: \$140 Media Buying + Placement: \$140 Media Planning & Strategy: \$150 Media Analytics & Insights: \$165</p> <p>Crisis Training: \$185 Crisis & Disaster Management: \$200 Accounts/Project Management: Project Coordination: \$115 Project Management: \$135 / Sr. Project Management: \$150 Account Management: \$135 / Sr. Account Management: \$165 Sr. Planning & Strategy: \$165 Principle Planning & Strategy: \$200</p> <p>Admin: Gen/Admin: \$75 Proofreading: \$110 Research: \$135 Travel: \$110 / Sr. Travel: \$160 Traffic: \$135 Accounting: \$135 / Sr. Accounting: \$160</p> <p>Research: Research Coordination: \$110 Research Planning & Strategy: \$160 Research Execution: \$165 Research Reporting: \$135 Sr. Research Analytics & Insights: \$165</p>
8 Townsquare Media Portland, LLC One City Center 3rd Floor Portland, ME 04101 (207) 671-1251	Michelle Buck Michelle.Buck@TownsquareMedia.com	No Cost when being used for purchased media through Townsquare Media Portland, LLC \$75.00/Hour when not being used for purchased media through Townsquare Media Portland, LLC

State of Maine
Department of Health and Human Services
Office of the Commissioner
RFP 202203034
Pre-Qualified Vendor List for Marketing and Communication Services
7. Photography

Vendor / Contact Information	Lead Point of Contact / Email	Rates
1 Fuseideas 34 Exchange Street, Suite 300 Portland, ME 04101 (207) 632-4002	Steve Mason smason@fuseideas.com	Discounted Blended Rate: \$150/Hour
2 Rinck Advertising 113 Lisbon Street Lewiston, ME 04240 (207) 755-9470	Nikki Jarvis nikki@rinckadvertising.com	<p>Creative: Production: \$110 / Sr. Production: \$150 Graphic Design: \$135 / Sr. Graphic Design: \$150 Art Direction: \$135 / Sr. Art Direction: \$150 Concept Development: \$150 Copywriting: \$135 / Sr. Copywriting: \$150 Creative Direction & Strategy: \$165 Video Production & Editing: \$135 Animation: \$135 Audio Production: \$135 Audio Direction: \$150 Pre-Pro Direction: \$110 Sr. Pre-Pro Direction: \$165 Shoot Production: \$135</p> <p>Web: Web Content Production & Development: \$150 Web Coding: \$160 / Sr. Web Coding: \$165 Web Design: \$135 / Sr. Web Coding: \$165 Web Management: \$165 Web Content Planning: \$150 Web UI, UX, CX Direction: \$160 Web Administration & Maintenance: \$135</p> <p>Content: Community Management: \$110 Content Production: \$135 Content Reporting: \$135 Content Analytics & Insights: \$165 / Sr. Content Planning & Strategy: \$160</p> <p>Media: Media Reconciliation: \$110 Media Tagging: \$140 Media Maintenance + Optimization: \$140 Media Reporting: \$140 Media Buying + Placement: \$140 Media Planning & Strategy: \$150 Media Analytics & Insights: \$165</p> <p>Public Relations: Event & Promotions Coordination: \$100 Event & Promotions Management: \$135 Sr. Event & Promotions Planning & Strategy: \$160 Influencer Planning & Strategy: \$110 / Sr. Influencer Planning & Strategy: \$160 Influencer Management: \$110 / Sr. Influencer Management: \$160 Influencer Reporting: \$135 Influencer Analytics & Insights: \$165 Public Relations: \$150 / Sr. Public Relations: \$160 Public Relations Reporting: \$135 Media Relations: \$135 Crisis Planning & Brand Management: \$175 Corporate Communications: \$175 Crisis Training: \$185 Crisis & Disaster Management: \$200</p> <p>Accounts/Project Management: Project Coordination: \$115 Project Management: \$135 / Sr. Project Management: \$150 Account Management: \$135 / Sr. Account Management: \$165 Sr. Planning & Strategy: \$165 Principle Planning & Strategy: \$200</p> <p>Admin: Gen/Admin: \$75 Proofreading: \$110 Research: \$135 Travel: \$110 / Sr. Travel: \$160 Traffic: \$135 Accounting: \$135 / Sr. Accounting: \$160</p> <p>Research: Research Coordination: \$110 Research Planning & Strategy: \$160 Research Execution: \$165 Research Reporting: \$135 Sr. Research Analytics & Insights: \$165</p>

State of Maine
Department of Health and Human Services
Office of the Commissioner
RFP 202203034
Pre-Qualified Vendor List for Marketing and Communication Services
8. End to End Print Production

Vendor / Contact Information	Lead Point of Contact / Email	Rates
1 Fuseideas 34 Exchange Street, Suite 300 Portland, ME 04101 (207) 632-4002	Steve Mason smason@fuseideas.com	Discounted Blended Rate: \$150/Hour
2 Mishmash 386 Bridgton Road, Suite C Westbrook ME, 04092 (207) 838-8038	Michelle Philbrook michelle@mishmashmaine.com	\$135/Hour- Senior Level Staff
3 Rinck Advertising 113 Lisbon Street Lewiston, ME 04240 (207) 755-9470	Nikki Jarvais nikki@rinckadvertising.com	<p> Creative: Production: \$110 / Sr. Production: \$150 Graphic Design: \$135 / Sr. Graphic Design: \$150 Art Direction: \$135 / Sr. Art Direction: \$150 Concept Development: \$150 Copywriting: \$135 / Sr. Copywriting: \$150 Creative Direction & Strategy: \$165 Video Production & Editing: \$135 Animation: \$135 Audio Production: \$135 Audio Direction: \$150 Pre-Pro Direction: \$110 Sr. Pre-Pro Direction: \$165 Shoot Production: \$135 Web: Web Content Production & Development: \$150 Web Coding: \$160 / Sr. Web Coding: \$165 Web Design: \$135 / Sr. Web Coding: \$165 Web Management: \$165 Web Content Planning: \$150 Web UI, UX, CX Direction: \$160 Web Administration & Maintenance: \$135 Content: Community Management: \$110 Content Production: \$135 Content Reporting: \$135 Content Analytics & Insights: \$165 / Sr. Content Planning & Strategy: \$160 Media: Media Reconciliation: \$110 Media Tagging: \$140 Media Maintenance + Optimization: \$140 Media Reporting: \$140 Media Buying + Placement: \$140 Media Planning & Strategy: \$150 Media Analytics & Insights: \$165 </p> <p> Public Relations: Event & Promotions Coordination: \$100 Event & Promotions Management: \$135 Sr. Event & Promotions Planning & Strategy: \$160 Influencer Planning & Strategy: \$110 / Sr. Influencer Planning & Strategy: \$160 Influencer Management: \$110 / Sr. Influencer Management: \$160 Influencer Reporting: \$135 Influencer Analytics & Insights: \$165 Public Relations: \$150 / Sr. Public Relations: \$160 Public Relations Reporting: \$135 Media Relations: \$135 Crisis Planning & Brand Management: \$175 Corporate Communications: \$175 Crisis Training: \$185 Crisis & Disaster Management: \$200 Accounts/Project Management: Project Coordination: \$115 Project Management: \$135 / Sr. Project Management: \$150 Account Management: \$135 / Sr. Account Management: \$165 Sr. Planning & Strategy: \$165 Principle Planning & Strategy: \$200 Admin: Gen/Admin: \$75 Proofreading: \$110 Research: \$135 Travel: \$110 / Sr. Travel: \$160 Traffic: \$135 Accounting: \$135 / Sr. Accounting: \$160 Research: Research Coordination: \$110 Research Planning & Strategy: \$160 Research Execution: \$165 Research Reporting: \$135 Sr. Research Analytics & Insights: \$165 </p>

State of Maine
Department of Health and Human Services
Office of the Commissioner
RFP 202203034
Pre-Qualified Vendor List for Marketing and Communication Services
9. Video Production

Vendor / Contact Information	Lead Point of Contact / Email	Rates
1 Fuseideas 34 Exchange Street, Suite 300 Portland, ME 04101 (207) 632-4002	Steve Mason smason@fuseideas.com	Discounted Blended Rate: \$150/Hour
2 Mishmash 386 Bridgton Road, Suite C Westbrook ME, 04092 (207) 838-8038	Michelle Philbrook michelle@mishmashmaine.com	\$135/Hour- Senior Level Staff
3 Pulse Marketing Agency 1 Merchants Plaza Bangor, ME 04401 (207) 990-8293	Laurie Lozier llozier@pulsemarketingagency.com	\$110/Hour Website Deisgn & Development: \$125/Hour
4 Rinck Advertising 113 Lisbon Street Lewiston, ME 04240 (207) 755-9470	Nikki Jarvais nikki@rinckadvertising.com	<p>Creative: Production: \$110 / Sr. Production: \$150 Graphic Design: \$135 / Sr. Graphic Design: \$150 Art Direction: \$135 / Sr. Art Direction: \$150 Concept Development: \$150 Copywriting: \$135 / Sr. Copywriting: \$150 Creative Direction & Strategy: \$165 Video Production & Editing: \$135 Animation: \$135 Audio Production: \$135 Audio Direction: \$150 Pre-Pro Direction: \$110 Sr. Pre-Pro Direction: \$165 Shoot Production: \$135</p> <p>Web: Web Content Production & Development: \$150 Web Coding: \$160 / Sr. Web Coding: \$165 Web Design: \$135 / Sr. Web Coding: \$165 Web Management: \$165 Web Content Planning: \$150 Web UI, UX, CX Direction: \$160 Web Administration & Maintenance: \$135</p> <p>Content: Community Management: \$110 Content Production: \$135 Content Reporting: \$135 Content Analytics & Insights: \$165 / Sr. Content Planning & Strategy: \$160</p> <p>Media: Media Reconciliation: \$110 Media Tagging: \$140 Media Maintenance + Optimization: \$140 Media Reporting: \$140 Media Buying + Placement: \$140 Media Planning & Strategy: \$150 Media Analytics & Insights: \$165</p> <p>Public Relations: Event & Promotions Coordination: \$100 Event & Promotions Management: \$135 Sr. Event & Promotions Planning & Strategy: \$160 Influencer Planning & Strategy: \$110 / Sr. Influencer Planning & Strategy: \$160 Influencer Management: \$110 / Sr. Influencer Management: \$160 Influencer Reporting: \$135 Influencer Analytics & Insights: \$165 Public Relations: \$150 / Sr. Public Relations: \$160 Public Relations Reporting: \$135 Media Relations: \$135 Crisis Planning & Brand Management: \$175 Corporate Communications: \$175 Crisis Training: \$185 Crisis & Disaster Management: \$200</p> <p>Accounts/Project Management: Project Coordination: \$115 Project Management: \$135 / Sr. Project Management: \$150 Account Management: \$135 / Sr. Account Management: \$165 Sr. Planning & Strategy: \$165 Principle Planning & Strategy: \$200</p> <p>Admin: Gen/Admin: \$75 Proofreading: \$110 Research: \$135 Travel: \$110 / Sr. Travel: \$160 Traffic: \$135 Accounting: \$135 / Sr. Accounting: \$160</p> <p>Research: Research Coordination: \$110 Research Planning & Strategy: \$160 Research Execution: \$165 Research Reporting: \$135 Sr. Research Analytics & Insights: \$165</p>
5 Townsquare Media Portland, LLC One City Center 3rd Floor Portland, ME 04101 (207) 671-1251	Michelle Buck Michelle.Buck@TownsquareMedia.com	No Cost for Basic Video Montage when being used for purchased media through Townsquare Media Portland, LLC Advanced Video Montage (15-seconds \$199, 30-seconds \$249, 60-seconds \$299) Custom Video Production Starts at \$1,000 and is priced by request based on project details

State of Maine
Department of Health and Human Services
Office of the Commissioner
RFP 202203034
Pre-Qualified Vendor List for Marketing and Communication Services
10. Video Animation and Motion Graphics

Vendor / Contact Information	Lead Point of Contact / Email	Rates
1 Fuseideas 34 Exchange Street, Suite 300 Portland, ME 04101 (207) 632-4002	Steve Mason smason@fuseideas.com	Discounted Blended Rate: \$150/Hour
2 Pulse Marketing Agency 1 Merchants Plaza Bangor, ME 04401 (207) 990-8293	Laurie Lozier llozier@pulsemarketingagency.com	\$110/Hour Website Deisgn & Development: \$125/Hour
3 Rinck Advertising 113 Lisbon Street Lewiston, ME 04240 (207) 755-9470	Nikki Jarvais nikki@rinckadvertising.com	<p> Creative: Production: \$110 / Sr. Production: \$150 Graphic Design: \$135 / Sr. Graphic Design: \$150 Art Direction: \$135 / Sr. Art Direction: \$150 Concept Development: \$150 Copywriting: \$135 / Sr. Copywriting: \$150 Creative Direction & Strategy: \$165 Video Production & Editing: \$135 Animation: \$135 Audio Production: \$135 Audio Direction: \$150 Pre-Pro Direction: \$110 Sr. Pre-Pro Direction: \$165 Shoot Production: \$135 Web: Web Content Production & Development: \$150 Web Coding: \$160 / Sr. Web Coding: \$165 Web Design: \$135 / Sr. Web Coding: \$165 Web Management: \$165 Web Content Planning: \$150 Web UI, UX, CX Direction: \$160 Web Administration & Maintenance: \$135 Content: Community Management: \$110 Content Production: \$135 Content Reporting: \$135 Content Analytics & Insights: \$165 / Sr. Content Planning & Strategy: \$160 Media: Media Reconciliation: \$110 Media Tagging: \$140 Media Maintenance + Optimization: \$140 Media Reporting: \$140 Media Buying + Placement: \$140 Media Planning & Strategy: \$150 Media Analytics & Insights: \$165 </p> <p> Public Relations: Event & Promotions Coordination: \$100 Event & Promotions Management: \$135 Sr. Event & Promotions Planning & Strategy: \$160 Influencer Planning & Strategy: \$110 / Sr. Influencer Planning & Strategy: \$160 Influencer Management: \$110 / Sr. Influencer Management: \$160 Influencer Reporting: \$135 Influencer Analytics & Insights: \$165 Public Relations: \$150 / Sr. Public Relations: \$160 Public Relations Reporting: \$135 Media Relations: \$135 Crisis Planning & Brand Management: \$175 Corporate Communications: \$175 Crisis Training: \$185 Crisis & Disaster Management: \$200 Accounts/Project Management: Project Coordination: \$115 Project Management: \$135 / Sr. Project Management: \$150 Account Management: \$135 / Sr. Account Management: \$165 Sr. Planning & Strategy: \$165 Principle Planning & Strategy: \$200 Admin: Gen/Admin: \$75 Proofreading: \$110 Research: \$135 Travel: \$110 / Sr. Travel: \$160 Traffic: \$135 Accounting: \$135 / Sr. Accounting: \$160 Research: Research Coordination: \$110 Research Planning & Strategy: \$160 Research Execution: \$165 Research Reporting: \$135 Sr. Research Analytics & Insights: \$165 </p>

State of Maine
Department of Health and Human Services
Office of the Commissioner
RFP 202203034
Pre-Qualified Vendor List for Marketing and Communication Services
11. Voice-Over Production

Vendor / Contact Information	Lead Point of Contact / Email	Rates
1 Fuseideas 34 Exchange Street, Suite 300 Portland, ME 04101 (207) 632-4002	Steve Mason smason@fuseideas.com	Discounted Blended Rate: \$150/Hour
2 Pulse Marketing Agency 1 Merchants Plaza Bangor, ME 04401 (207) 990-8293	Laurie Lozier llozier@pulsemarketingagency.com	\$110/Hour Website Deisgn & Development: \$125/Hour
3 Rinck Advertising 113 Lisbon Street Lewiston, ME 04240 (207) 755-9470	Nikki Jarvais nikki@rinckadvertising.com	<p> Creative: Production: \$110 / Sr. Production: \$150 Graphic Design: \$135 / Sr. Graphic Design: \$150 Art Direction: \$135 / Sr. Art Direction: \$150 Concept Development: \$150 Copywriting: \$135 / Sr. Copywriting: \$150 Creative Direction & Strategy: \$165 Video Production & Editing: \$135 Animation: \$135 Audio Production: \$135 Audio Direction: \$150 Pre-Pro Direction: \$110 Sr. Pre-Pro Direction: \$165 Shoot Production: \$135 Web: Web Content Production & Development: \$150 Web Coding: \$160 / Sr. Web Coding: \$165 Web Design: \$135 / Sr. Web Coding: \$165 Web Management: \$165 Web Content Planning: \$150 Web UI, UX, CX Direction: \$160 Web Administration & Maintenance: \$135 Content: Community Management: \$110 Content Production: \$135 Content Reporting: \$135 Content Analytics & Insights: \$165 / Sr. Content Planning & Strategy: \$160 Media: Media Reconciliation: \$110 Media Tagging: \$140 Media Maintenance + Optimization: \$140 Media Reporting: \$140 Media Buying + Placement: \$140 Media Planning & Strategy: \$150 Media Analytics & Insights: \$165 </p> <p> Public Relations: Event & Promotions Coordination: \$100 Event & Promotions Management: \$135 Sr. Event & Promotions Planning & Strategy: \$160 Influencer Planning & Strategy: \$110 / Sr. Influencer Planning & Strategy: \$160 Influencer Management: \$110 / Sr. Influencer Management: \$160 Influencer Reporting: \$135 Influencer Analytics & Insights: \$165 Public Relations: \$150 / Sr. Public Relations: \$160 Public Relations Reporting: \$135 Media Relations: \$135 Crisis Planning & Brand Management: \$175 Corporate Communications: \$175 Crisis Training: \$185 Crisis & Disaster Management: \$200 Accounts/Project Management: Project Coordination: \$115 Project Management: \$135 / Sr. Project Management: \$150 Account Management: \$135 / Sr. Account Management: \$165 Sr. Planning & Strategy: \$165 Principle Planning & Strategy: \$200 Admin: Gen/Admin: \$75 Proofreading: \$110 Research: \$135 Travel: \$110 / Sr. Travel: \$160 Traffic: \$135 Accounting: \$135 / Sr. Accounting: \$160 Research: Research Coordination: \$110 Research Planning & Strategy: \$160 Research Execution: \$165 Research Reporting: \$135 Sr. Research Analytics & Insights: \$165 </p>

State of Maine
Department of Health and Human Services
Office of the Commissioner
RFP 202203034
Pre-Qualified Vendor List for Marketing and Communication Services
12. Media Purchase

Vendor / Contact Information	Lead Point of Contact / Email	Rates	
1 Burgess Advertising & Marketing 6 Fundy Road, Suite 300 Falmouth, ME 04105 (207) 775-5227	Meredith Strang Burgess Meredith@burgessadv.com	Creative Concept/Plan/Research: \$150/Hour Senior Account Management/Strategic Planning: \$150/Hour Art Direction/Finished Art/Copywriting: \$125/Hour Media Planning/Research: \$150/Hour	Interactive Services & Design: \$100/Hour Meetings/Telephone Conferences: \$100/Hour Production Management: \$90/Hour Clerical: \$45/Hour
2 Fuseideas 34 Exchange Street, Suite 300 Portland, ME 04101 (207) 632-4002	Steve Mason smason@fuseideas.com	Discounted Blended Rate: \$150/Hour	
3 iBec Creative 177 High Street Portland, ME 04101 (978) 609-0423	Nathan McCraven nathan@ibeccreative.com	\$185/Hour	
4 Mishmash 386 Bridgton Road, Suite C Westbrook ME, 04092 (207) 838-8038	Michelle Philbrook michelle@mishmashmaine.com	\$135/Hour- Senior Level Staff	
5 Pulse Marketing Agency 1 Merchants Plaza Bangor, ME 04401 (207) 990-8293	Laurie Lozier llozier@pulsemarketingagency.com	\$110/Hour Website Design & Development: \$125/Hour	
6 Results Marketing & Design, Inc. DBA Ethos 17 Ash Street Westbrook, ME 04092 (207) 887-8333	Ted Darling tdarling@ethos-marketing.com	Ethos' hourly rates* for the services are as follows with a blended hourly rate of 146.33/hour. Marketing Strategy: \$180/Hour Creative Direction: \$175/Hour Account Services: \$145/Hour Project Management: \$130/Hour Copywriting: \$140/Hour Graphic Design: \$140/Hour Creative Production: \$130/Hour Digital Design: \$140/Hour Broadcast Production: \$150/Hour	Video Editing: \$140/Hour Web Designer: \$140/Hour Web Developer: \$150/Hour Media Buyer: \$135/Hour Social/Content Development: \$140/Hour Public Relations: \$160/Hour Media Buying: Gross (Agency Commission of 15%) Outside Services: Cost + 20%
7 Rinck Advertising 113 Lisbon Street Lewiston, ME 04240 (207) 755-9470	Nikki Jarvais nikki@rinckadvertising.com	Creative: Production: \$110 / Sr. Production: \$150 Graphic Design: \$135 / Sr. Graphic Design: \$150 Art Direction: \$135 / Sr. Art Direction: \$150 Concept Development: \$150 Copywriting: \$135 / Sr. Copywriting: \$150 Creative Direction & Strategy: \$165 Video Production & Editing: \$135 Animation: \$135 Audio Production: \$135 Audio Direction: \$150 Pre-Pro Direction: \$110 Sr. Pre-Pro Direction: \$165 Shoot Production: \$135 Web: Web Content Production & Development: \$150 Web Coding: \$160 / Sr. Web Coding: \$165 Web Design: \$135 / Sr. Web Coding: \$165 Web Management: \$165 Web Content Planning: \$150 Web UI, UX, CX Direction: \$160 Web Administration & Maintenance: \$135	Public Relations: Event & Promotions Coordination: \$100 Event & Promotions Management: \$135 Sr. Event & Promotions Planning & Strategy: \$160 Influencer Planning & Strategy: \$110 / Sr. Influencer Planning & Strategy: \$160 Influencer Management: \$110 / Sr. Influencer Management: \$160 Influencer Reporting: \$135 Influencer Analytics & Insights: \$165 Public Relations: \$150 / Sr. Public Relations: \$160 Public Relations Reporting: \$135 Media Relations: \$135 Crisis Planning & Brand Management: \$175 Corporate Communications: \$175 Crisis Training: \$185 Crisis & Disaster Management: \$200 Accounts/Project Management: Project Coordination: \$115 Project Management: \$135 / Sr. Project Management: \$150 Account Management: \$135 / Sr. Account Management: \$165 Sr. Planning & Strategy: \$165 Principle Planning & Strategy: \$200

12. Media Purchase

Vendor / Contact Information	Lead Point of Contact / Email	Rates
		<p>Content: Community Management: \$110 Content Production: \$135 Content Reporting: \$135 Content Analytics & Insights: \$165 / Sr. Content Planning & Strategy: \$160</p> <p>Media: Media Reconciliation: \$110 Media Tagging: \$140 Media Maintenance + Optimization: \$140 Media Reporting: \$140 Media Buying + Placement: \$140 Media Planning & Strategy: \$150 Media Analytics & Insights: \$165</p> <p>Admin: Gen/Admin: \$75 Proofreading: \$110 Research: \$135 Travel: \$110 / Sr. Travel: \$160 Traffic: \$135 Accounting: \$135 / Sr. Accounting: \$160</p> <p>Research: Research Coordination: \$110 Research Planning & Strategy: \$160 Research Execution: \$165 Research Reporting: \$135 Sr. Research Analytics & Insights: \$165</p>
<p>8 Townsquare Media Portland, LLC One City Center 3rd Floor Portland, ME 04101 (207) 671-1251</p>	<p>Michelle Buck Michelle.Buck@TownsquareMedia.com</p>	<p>Radio Cost Varies by day, daypart, length, and station Programmatic Audio (Spotify, podcasts, etc.) \$16 CPM Website Takeover cost varies by website Live Event sponsorship cost varies by level of sponsorship, event and location</p> <p>Streaming TV: Targeted Streaming TV \$42/CPM Non-linear TV for internet connected devices \$29/CPM Amazon Reach \$32 CPM Amazon Growth \$42 CPM Amazon Premium \$60 CPM Twitch \$40 CPM</p> <p>CRM Matching Price Varies based on size of database Email Marketing \$24 CPM (add-ons available)</p> <p>Programmatic Digital display, video, native cost varies with blended rates based on audience targeting methods Digital Display Event Targeting \$18 CPM Digital Display Geo Fencing with Foot Traffic \$12 CPM Addressable (specific households) Display \$12 CPM Addressable (specific households) Video pre-roll \$22 CPM</p> <p>Social Media: Facebook / Instagram Post Engagement \$0.75 CPPE Facebook / Instagram Link Clicks \$2.50 CPLC Facebook / Instagram Awareness \$10 CPM Facebook / Instagram ThurPlay \$0.27 CPV LinkedIn Link Clicks \$10.00 CPLC Snapchat Awareness \$12 CPM Snapchat Awareness – Filter \$20 CPM Snapchat Swipe Up \$3.00 Cost per Swipe Up TikTok Link Click \$5.50 CPLC</p> <p>YouTube TrueView: YouTube.com with Audience Targeting \$0.10 Cost per View YouTube.com Bumper Ads \$18 CPM</p>

State of Maine
Department of Health and Human Services
Office of the Commissioner
RFP 202203034
Pre-Qualified Vendor List for Marketing and Communication Services
13. Promotional/Amenity Items

Vendor / Contact Information	Lead Point of Contact / Email	Rates
1 Fuseideas 34 Exchange Street, Suite 300 Portland, ME 04101 (207) 632-4002	Steve Mason smason@fuseideas.com	Discounted Blended Rate: \$150/Hour
2 Mishmash 386 Bridgton Road, Suite C Westbrook ME, 04092 (207) 838-8038	Michelle Philbrook michelle@mishmashmaine.com	\$135/Hour- Senior Level Staff
3 Rinck Advertising 113 Lisbon Street Lewiston, ME 04240 (207) 755-9470	Nikki Jarvais nikki@rinckadvertising.com	<p>Creative: Production: \$110 / Sr. Production: \$150 Graphic Design: \$135 / Sr. Graphic Design: \$150 Art Direction: \$135 / Sr. Art Direction: \$150 Concept Development: \$150 Copywriting: \$135 / Sr. Copywriting: \$150 Creative Direction & Strategy: \$165 Video Production & Editing: \$135 Animation: \$135 Audio Production: \$135 Audio Direction: \$150 Pre-Pro Direction: \$110 Sr. Pre-Pro Direction: \$165 Shoot Production: \$135</p> <p>Web: Web Content Production & Development: \$150 Web Coding: \$160 / Sr. Web Coding: \$165 Web Design: \$135 / Sr. Web Coding: \$165 Web Management: \$165 Web Content Planning: \$150 Web UI, UX, CX Direction: \$160 Web Administration & Maintenance: \$135</p> <p>Content: Community Management: \$110 Content Production: \$135 Content Reporting: \$135 Content Analytics & Insights: \$165 / Sr. Content Planning & Strategy: \$160</p> <p>Media: Media Reconciliation: \$110 Media Tagging: \$140 Media Maintenance + Optimization: \$140 Media Reporting: \$140 Media Buying + Placement: \$140 Media Planning & Strategy: \$150 Media Analytics & Insights: \$165</p> <p>Public Relations: Event & Promotions Coordination: \$100 Event & Promotions Management: \$135 Sr. Event & Promotions Planning & Strategy: \$160 Influencer Planning & Strategy: \$110 / Sr. Influencer Planning & Strategy: \$160 Influencer Management: \$110 / Sr. Influencer Management: \$160 Influencer Reporting: \$135 Influencer Analytics & Insights: \$165 Public Relations: \$150 / Sr. Public Relations: \$160 Public Relations Reporting: \$135 Media Relations: \$135 Crisis Planning & Brand Management: \$175 Corporate Communications: \$175 Crisis Training: \$185 Crisis & Disaster Management: \$200</p> <p>Accounts/Project Management: Project Coordination: \$115 Project Management: \$135 / Sr. Project Management: \$150 Account Management: \$135 / Sr. Account Management: \$165 Sr. Planning & Strategy: \$165 Principle Planning & Strategy: \$200</p> <p>Admin: Gen/Admin: \$75 Proofreading: \$110 Research: \$135 Travel: \$110 / Sr. Travel: \$160 Traffic: \$135 Accounting: \$135 / Sr. Accounting: \$160</p> <p>Research: Research Coordination: \$110 Research Planning & Strategy: \$160 Research Execution: \$165 Research Reporting: \$135 Sr. Research Analytics & Insights: \$165</p>

State of Maine
Department of Health and Human Services
Office of the Commissioner
RFP 202203034
Pre-Qualified Vendor List for Marketing and Communication Services
14. Special Event Planning and Execution

Vendor / Contact Information	Lead Point of Contact / Email	Rates
1 Broadreach Public Relations 19 Commerical Street Portland, ME 04101 (207) 650-9180	Linda Verrell lindav@broadreachpr.com	Broadreach Public Relations bases estimates on an open, blended base rate of \$150/hour for retainer work, discounts to \$125 per hour may be applied for volume. Project work is scoped by initiative and priced to the complexity of the work. Pricing for RUSH work may be adjusted accordingly based on required subject matter expertise and turnaround expectations. Principal Rate: \$300 Subject Matter Expert: \$225 Client Manager: \$150 Associate Rate: \$112.50 Admin/Apprentice Rate: \$75 Standard Agency Fee: \$150/Hour All client time, billable and nonbillable, is tracked in 15-minute increments. Hours are reviewed monthly and audited quarterly for retainer clients. Crisis / Incident Handling 24/7 \$225 to \$300 Basic Copywriting \$112.50 Copyediting / Proofing \$150 Technical Writing \$150 Graphic Design (to support copy, i.e., templates \$100 Event Planning & Logistics \$150
2 Fuseideas 34 Exchange Street, Suite 300 Portland, ME 04101 (207) 632-4002	Steve Mason smason@fuseideas.com	Discounted Blended Rate: \$150/Hour
3 Rinck Advertising 113 Lisbon Street Lewiston, ME 04240 (207) 755-9470	Nikki Jarvais nikki@rinckadvertising.com	Creative: Production: \$110 / Sr. Production: \$150 Graphic Design: \$135 / Sr. Graphic Design: \$150 Art Direction: \$135 / Sr. Art Direction: \$150 Concept Development: \$150 Copywriting: \$135 / Sr. Copywriting: \$150 Creative Direction & Strategy: \$165 Video Production & Editing: \$135 Animation: \$135 Audio Production: \$135 Audio Direction: \$150 Pre-Pro Direction: \$110 Sr. Pre-Pro Direction: \$165 Shoot Production: \$135 Web: Web Content Production & Development: \$150 Web Coding: \$160 / Sr. Web Coding: \$165 Web Design: \$135 / Sr. Web Coding: \$165 Web Management: \$165 Web Content Planning: \$150 Web UI, UX, CX Direction: \$160 Web Administration & Maintenance: \$135 Content: Community Management: \$110 Content Production: \$135 Content Reporting: \$135 Content Analytics & Insights: \$165 / Sr. Content Planning & Strategy: \$160 Media: Media Reconciliation: \$110 Media Tagging: \$140 Media Maintenance + Optimization: \$140 Media Reporting: \$140 Media Buying + Placement: \$140 Media Planning & Strategy: \$150 Media Analytics & Insights: \$165 Public Relations: Event & Promotions Coordination: \$100 Event & Promotions Management: \$135 Sr. Event & Promotions Planning & Strategy: \$160 Influencer Planning & Strategy: \$110 / Sr. Influencer Planning & Strategy: \$160 Influencer Management: \$110 / Sr. Influencer Management: \$160 Influencer Reporting: \$135 Influencer Analytics & Insights: \$165 Public Relations: \$150 / Sr. Public Relations: \$160 Public Relations Reporting: \$135 Media Relations: \$135 Crisis Planning & Brand Management: \$175 Corporate Communications: \$175 Crisis Training: \$185 Crisis & Disaster Management: \$200 Accounts/Project Management: Project Coordination: \$115 Project Management: \$135 / Sr. Project Management: \$150 Account Management: \$135 / Sr. Account Management: \$165 Sr. Planning & Strategy: \$165 Principle Planning & Strategy: \$200 Admin: Gen/Admin: \$75 Proofreading: \$110 Research: \$135 Travel: \$110 / Sr. Travel: \$160 Traffic: \$135 Accounting: \$135 / Sr. Accounting: \$160 Research: Research Coordination: \$110 Research Planning & Strategy: \$160 Research Execution: \$165 Research Reporting: \$135 Sr. Research Analytics & Insights: \$165