

Texas Creative

CATEGORY	SUBCATEGORY	PRODUCT DESCRIPTION	MSRP	Discount off MSRP %	DIR Price	SERVICE DESCRIPTION	SERVICE ZONE	UNIT
Accessibility	Accessibility Audit	Consulting, research, recommendation for Audit process	\$125.00	20%	\$100.75	Hourly service plus cost of Audit services quoted per SOW	all	Hourly plus cost of audit
	WCAG Compliance Testing	WCAG Compliance Testing	\$125.00	20%	\$100.75	Hourly services	all	Per Hour
	HTML5 Coding of Banner Ads	Taking graphic design, code the banner ads in HTML5	\$1,500.00	20%	\$1,209.00	Bundle of 6 standard size ads	all	Per Bundle
	Design Digital Banner Ads	Graphic designer for digital banner ads	\$110.00	20%	\$88.66	Hourly	all	Per Hour
	Email Marketing Template	Email marketing template design and coding	\$120.00	25%	\$90.68	Hourly	all	Per Hour
	Email Newsletter SaaS Platform Setup	Research, recommend and set up email send platform.	\$120.00	25%	\$90.68	Hourly	all	Per Hour
	Social Media Management	Manage social media community, communication calendar, persona development, training	\$120.00	37%	\$76.18	Hourly	all	Per Hour
Business Tools	Social Media Page Creation	Social media page creation for Facebook, Instagram, Pinterest, LinkedIn, Twitter, and others	\$120.00	25%	\$90.68	Hourly	all	Per Hour
	Social Media Reputation Management	Bundle of hours per month to manage all platforms and social reputation, customer service response	\$550.00	20%	\$443.30	Up to 5 hours per month, minimum of 3 months	all	Per Month
	Monthly Analytics Reporting	Monthly reporting for all analytics	\$250.00	20%	\$201.50	Priced per platform, Google, Facebook, Twitter, LinkedIn, Pinterest, Instagram, others	all	Per platform / per month
	Security Review	Review website security protocols, make recommendations	\$300.00	10%	\$272.03	One time flat fee	all	Per Review
	Google Analytics Setup - One Time	Set up Google Analytics for website	\$220.00	20%	\$177.32	One time fee	all	Per URL
	Registration	10 Years, .com, .net, .org, .info, .us top level domains. All others quoted at market rates.	\$200.00	10%	\$181.35	Flat Fee	all	Per Domain
	Registration/Renewal	1 Year, .com, .net, .org, .info, .us top level domains. All others quoted at market rates.	\$49.00	10%	\$44.43	Flat Fee	all	Per Domain
Domain Name System (DNS) Management	Registration/Renewal	2 Years, .com, .net, .org, .info, .us top level domains. All others quoted at market rates.	\$79.00	10%	\$71.63	Flat Fee	all	Per Domain
	Registration/Renewal	5 Years, .com, .net, .org, .info, .us top level domains. All others quoted at market rates.	\$125.00	10%	\$113.34	Flat Fee	all	Per Domain
	Renewal	9 Years, .com, .net, .org, .info, .us top level domains. All others quoted at market rates.	\$180.00	10%	\$163.22	Flat Fee	all	Per Domain
	Domain Registry Set-up	Domain registry research, management, set-up or transfer	\$125.00	25%	\$94.45	Hourly	all	Per Hour
	Office 365 Setup	Rackspace Managed Office 365 Plan	\$400.00	20%	\$322.40	Setup, includes DNS changes, coordination and communication with Rackspace	all	Per Setup
E-Mail Hosting	Office 365 Email + Office	Rackspace Managed Office 365 Plan	\$15.00	10%	\$13.60	Business Premium - email + Office 2016	all	Per User / Per month
	Office 365 Email Only	Rackspace Managed Office 365 Plan	\$8.00	10%	\$7.25	Business Essentials - email only - Per email account	all	Per User / Per month
	Office 365 Enterprise	Rackspace Managed Office 365 Plan	\$23.00	10%	\$20.86	Enterprise E3 - email + Office 2016	all	Per User / Per month
	Email Newsletter SaaS Platforms	Various platforms (Campaign Monitor, Mail Chimp, Constant Contact, etc)	Tiered List Prices	5%	5% Off List Price	Platform access to manage email newsletter campaigns, templates, subscribers, sending. List prices depend on the number of subscribers, sends per month, and features needed.	all	Per Account / Per month
	CMS Training	CMS Training - Remote access	\$125.00	20%	\$100.75	Usually one-hour training is sufficient for most customers	all	Per Hour
	Troubleshooting	Troubleshooting website by senior web developer, priority review, recommendations, repair	\$125.00	20%	\$100.75	Hourly	all	Per Hour
	Website Maintenance	Changes to website, code, design, page navigation, functionality upgrades	\$125.00	57%	\$54.51	Hourly	all	Per Hour
Maintenance, Training, and Support	Accessibility Training - Half Day	Accessibility training for content managers. This half day session will share best practices for keeping your website WCAG compliant.	\$1,500.00	20%	\$1,209.00	3 hour session	all	Per Session
	Accessibility 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.	\$3,000.00	20%	\$2,418.00	6 hour session	all	Per Session

	Email Marketing Training	Email Marketing training workshop, 2-hour	\$600.00	20%	\$483.60	Database management, federal law compliance, strategy, tools, Campaign Monitor training	all	Per Session
	Social Media Management Training	Social Media training workshop, half-day.	\$750.00	20%	\$604.50	Editorial calendar, techniques, tactics and tools to engage. 3 hour session	all	Per Session
Turnkey Solutions	Small Website Agile	Turnkey development of small website, TXC managed shared hosting, maintenance, troubleshooting, active accessibility monitoring	\$5,000.00	20%	\$4,030.00	Phased agile design and development done on monthly schedule, transitioning to maintenance, content management, hosting and CMS security updates and WCAG 2.0 monitoring. Minimum of 12-month contract. Complex functionality quoted as separate task order.	all	Per Month
	Content Creation	Website content creation; graphics, video, promotions	\$110.00	20%	\$88.66	Hourly	all	Per Hour
	Content Implementation	Website content proofing and uploading into CMS	\$110.00	20%	\$88.66	Hourly	all	Per Hour
Web Content Management	Content Strategy	Website content strategy review, recommendations, planning	\$125.00	20%	\$100.75	Hourly services quoted with SOW	all	Per Hour
	Basic Content Maintenance	Website content update requests from client, change out photos, update text, add pages, graphics	\$625.00	20%	\$503.75	Up to 6 hours per month, minimum of 3 months	all	Per Month
	Business Content Maintenance	Website content update changes from client, change out photos, update text, add pages, graphics	\$1,550.00	20%	\$1,249.30	Up to 15 hours per month, minimum of 3 months	all	Per Month
	Website to APP Conversion	Convert existing website to Native iOS and Android APP with Push Notifications	\$10,000.00	20%	\$8,060.00	Includes custom Native menu design and managing submission to all APP stores	all	Flat Fee
	Website Design Concept	Custom responsive website design concept for home and sub-page	\$3,000.00	20%	\$2,418.00	Up to 2 client design revisions included.	all	Per Concept
	Website Design Concept - Mobile First	Custom mobile first website design concept for home and sub-page	\$3,000.00	20%	\$2,418.00	Up to 2 client design revisions included	all	Per Concept
	APP Development	Native APP or Web APP	\$140.00	20%	\$112.84	Custom quote to project specs	all	Per Hour
	Copywriting	Copywriting	\$125.00	32%	\$85.64	Hourly	all	Per Hour
	Graphic Design - Senior Designer	Senior graphic designer	\$125.00	20%	\$100.75	Hourly	all	Per Hour
	Graphic Designer	Graphic Designer	\$110.00	20%	\$88.66	Hourly	all	Per Hour
	HTML Programming	HTML5, CSS and Javascript programming for websites and other digital applications including email and banner ads	\$125.00	20%	\$100.75	Custom quote to project specs	all	Per Hour
	Photography	Photo shoot management, photo editing	\$110.00	20%	\$88.66	Quote to SOW	all	Per Hour
Website Design/Development	Project Coordinator	Coordinates client communication, updates job assignments, meeting notes, organize content provided by customer	\$75.00	43%	\$43.07	Hourly	all	Per Hour
	Project Manager - Manager	Project Management, status reports, budget management, client meetings	\$110.00	23%	\$85.34	Hourly	all	Per Hour
	Project Manager - Senior	Website strategy, Overall digital strategy planning	\$125.00	20%	\$100.75	Hourly	all	Per Hour
	Quality Assurance	Launch phase QA checklist. 53-step process to insure clean launch.	\$110.00	20%	\$88.66	Quoted as part of total SOW	all	Per Hour
	Requirements Discovery	Review and audit current site situation, determine next steps, project planning and customer discovery session	\$120.00	20%	\$96.72	Hourly as needed	all	Per Hour
	Search Engine Optimization	Research, recommendations and strategic planning for SEO and site content.	\$110.00	20%	\$88.66	Hourly as needed	all	Per Hour
	UI/UX Wireframing	Wireframing all pages of website	\$125.00	20%	\$100.75	Quoted as needed.	all	Per Hour
	Video Production	Video production for web and social media	\$150.00	20%	\$120.90	Quote to SOW	all	Per Hour
	Website Development	All development to include CMS set up and configuration for Drupal, Wordpress or Custom PHP.	\$150.00	20%	\$120.90	Quoted as part of total SOW. 60-day warranty on all development	all	Per Hour
	Logo Design	Logo Design for website	\$2,000.00	10%	\$1,813.50	Up to 2 client revisions	all	Per logo option
	UI/UX Information Architecture, Sitemapping	Determining the navigation structure and sitemap.	\$2,500.00	20%	\$2,015.00	Working with customer to define site navigation needs, sitemap PDF for approval prior to development.	all	Per Sitemap
	Hosting Consulting	Research, review and recommend hosting solutions for large enterprise websites	\$150.00	20%	\$120.90	Hourly	all	Per Hour
	24/7 Monitoring	Monthly 24/7 monitoring and trouble shooting support	\$500.00	20%	\$403.00	NULL	all	Per Month
	Monthly CMS Security Maintenance	Monthly updates to patch security issues in the CMS.	\$300.00	10%	\$272.03	Other located hosting	all	Per Quarter
Website Hosting	Monthly CMS Security Maintenance	Monthly updates to patch security issues in the CMS. Required for any website hosted on TXC servers	\$195.00	10%	\$176.82	TXC Shared Hosting, maintenance performed monthly	all	Per Quarter
	Enhanced Hosting	Shared hosting on Rackspace infrastructure - Centos 7, nginx, php	\$900.00	10%	\$816.08	200mb database storage, 5GB SSD disk storage, 200GB/mo outgoing bandwidth, backups	all	Per Year

	Standard Hosting	Shared hosting on Rackspace infrastructure - Centos 7, nginx, php	\$660.00	10%	\$598.46	100MB database storage, 2GB SSD disk storage, 50GB/mo outgoing bandwidth, backups	all	Per Year
	Storage Add-on	Platform.sh Drupal and PHP Hosting (PaaS)	\$3.50	10%	\$3.17	5GB monthly	all	Per 5GB / Monthly
	Development Environments Add-on	Platform.sh Drupal and PHP Hosting (PaaS)	\$45.00	10%	\$40.80	Qty 3 additional environments	all	Per bundle / Monthly
	Elite Website Hosting consultation, research, recommendations	Custom configuration. Pantheon.io Drupal and Wordpress Hosting (PaaS)	\$125.00	20%	\$100.75	Custom configurations - priced annually.	all	per Hour
	Enterprise Hosting, consulting, research, recommendations	Custom configuration. Platform.sh Drupal and PHP Hosting (PaaS)	\$125.00	20%	\$100.75	Custom configurations - priced annually	all	Per Hour
	Hosting Maintenance	Hosting services	\$110.00	20%	\$88.66	Hourly	all	Per Hour
	Business Website Hosting	Pantheon.io Drupal and Wordpress Hosting (PaaS)	\$600.00	10%	\$544.05	Up to 500,000 monthly pageviews	all	Per Month
	Development Hosting	Platform.sh Drupal and PHP Hosting (PaaS)	\$20.00	10%	\$18.14	No live domain hosting for development phase.	all	Per Month
	Large Hosting	Platform.sh Drupal and PHP Hosting (PaaS)	\$360.00	10%	\$326.43	Up to 1,000,000 monthly pageviews, 8GB RAM, 1 user, 3 development environments, 5GB storage, SSL	all	Per Month
	Large Rackspace Hosting	Rackspace Cloud Servers, Linux, Managed Operations	\$230.00	10%	\$208.55	General 4GB RAM, 4 vCPUs, 80GB storage, 800MB/s bandwidth	all	Per Month
Website Cloud Hosting	Medium Hosting	Platform.sh Drupal and PHP Hosting (PaaS)	\$180.00	10%	\$163.22	Up to 500,000 monthly pageviews, 4GB RAM, 1 user, 3 development environments, 5GB storage, SSL	all	Per Month
	Medium Rackspace Hosting	Rackspace Cloud Servers, Linux, Managed Operations	\$120.00	10%	\$108.81	General 2GB RAM, 2 vCPUs, 40GB storage, 400Mb/s bandwidth	all	Per Month
	Personal Website Hosting	Pantheon.io Drupal and Wordpress Hosting (PaaS)	\$50.00	10%	\$45.34	Up to 10,000 monthly pageviews	all	Per Month
	Professional Website Hosting	Pantheon.io Drupal and Wordpress Hosting (PaaS)	\$150.00	10%	\$136.01	Up to 100,000 monthly pageviews	all	Per Month
	Small Rackspace Hosting	Rackspace Cloud Servers, Linux, Managed Operations	\$65.00	10%	\$58.94	General 1GB RAM, 1 vCPU, 20GB storage, 200MB/s bandwidth	all	Per Month
	Standard Hosting	Platform.sh Drupal and PHP Hosting (PaaS)	\$75.00	10%	\$68.01	Up to 10,000 monthly pageviews, 2GB RAM, 1 user, 3 Development Environments, 5GB storage, SSL	all	Per Month
	Super Rackspace Hosting	Rackspace Cloud Servers, Linux, Managed Operations	\$450.00	10%	\$408.04	General 8GB RAM, 8 vCPUs, 160GB storage, 1600Mb/s bandwidth	all	Per Month
	Hosting Setup	Cloud hosting support and management	\$300.00	10%	\$272.03	One time hosting set up	all	Per URL
	User Add-on	Platform.sh Drupal and PHP Hosting (PaaS)	\$20.00	10%	\$18.14	User add-on	all	Per User / Monthly
	EDU+ Hosting	Pantheon.io Drupal and Wordpress Hosting (PaaS)	\$15,000.00	10%	\$13,601.25	Hosting for up to 42 sites	all	Per Year
	Enterprise Hosting	Pantheon.io Drupal and Wordpress Hosting (PaaS)	\$15,000.00	10%	\$13,601.25	Hosting for up to 33 sites	all	Per Year
	Priority Enterprise/EDU+ Hosting + Support	Pantheon.io Drupal and Wordpress Hosting (PaaS) and Support Bundle	\$30,000.00	10%	\$27,202.50	Hosting package for either Enterprise or EDU+ / with support	all	Per Year

VOLUME DISCOUNT		
Service Category	Type of Volume	DIR Customer Discount % off MSRP Additional
WEBSITE DESIGN/DEVELOPMENT	Purchase Order >\$100,000 Additional discount	5.00%
Total Statewide Aggregate Contract Sales		
WEBSITE DESIGN/DEVELOPMENT	When Total Aggregate Contract Sales exceeds \$500,000	2.00%

January 13, 2020