



PRICE LIST- EFFECTIVE AUGUST 14, 2014

**DAR PUBLIC RELATIONS, INC.
30670 BAINBRIDGE RD., STE. 3
SOLON, OHIO 44139
440-542-1060**

Price list is available to all State of Ohio departments/agencies, cooperative partners and affiliated organizations throughout Ohio. Services offered by the team at DAR are listed below. Our team looks forward to supporting your team. Forward a SOW & PO and we are immediately available to facilitate the project. Thanking you in advance.

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CONSULTING SERVICES

PUBLIC RELATIONS

Public Affairs Appearances	Script Writing
Public Information Campaigns	Talent Coordination
Public Service Announcements	Radio Remotes
Press Conferences	Copywriting
Press Kits	Clippings
Press Releases/Preparation and Distribution	Community Relations
Public Relations Strategy	Crisis Management
Publicity	Jingles
Media Planning	Theme Design
Media Advisories/Preparation and Distribution	Web Marketing and Placement
Media Buys	Promotional Specialty Items
Media Placement	Photography
Media Relations	Special Events
Media Tours	Brochures
Media Training	Newsletters
Broadcast/Print Interviews	Speeches

CONFERENCE/EVENT PLANNING

Administrative Support	Office Equipment Rentals
Advertising	Office Set-up/Coordination/Management
Audio Visual Equipment	On-Site Meeting Support
Briefing Packets	Photography
Computer Support	Pre-Conference Planning
Conference Management	Printing
Conference Participation Coordination	Project Management
Contract Negotiations	Promotional Items
Convention Coordination	Protocol
Database Management	Receptions
Delegate Coordination	Reservations for Conference Facilities
Design & Editing	Security Clearance
Dignitary Relations	Seminars/Workshops/Training
Decorating & Theme Parties	Show Set-Up and Dismantling
Event Layout and Design	Site Inspection
Event Marketing	Speaker Coordination
Facility & Logistics Arrangements	Speaker Selection
Facilitation	Special Event Planning
Government Per Diem	Temporary Labor
Graphics/Printing	Tours
Hospitality & Meal Functions	Trade Show Production/Exhibits/Staffing
Hotel Inspection/Selection/Contracts	Translations/Interpretation/Transcription
International & Domestic Conferences	Transportation
Lodging/Venue Site Selection	Travel Agency Support
Marketing & Media Relations	Videography
Monitoring & Evaluation	Webcasting

MARKETING COMMUNICATIONS

Direct Mail Campaigns
Advertising Campaigns
Press Releases & Press Conferences
Market Research
Media Relations
Relationship Marketing
Video Production
Social Media

Focus Groups
Diversity & Inclusion Programs
Image & Communications Training
Target Marketing Campaigns
Media Planning, Buying & Training
Training & Staff Development
Cause Related Marketing
Branding Campaigns

PROMOTIONS

Trade Shows
Seminars
Conventions
Sampling

Advertising Specialty Items
Marketing Special Events
Fundraising
Groundbreakings & Grand Opening

PUBLIC AFFAIRS

Minority Outreach Campaigns
Public/Community Involvement
Special Interest Group Campaigns

Community Relations
Target Marketing
Public Information Campaigns
Grass-roots Outreach

CONSULTING SERVICES

Multicultural Marketing Consulting
Diversity & Inclusion Consulting
Marketing Consulting
Business Consulting
Management Consulting
International Consulting

LABOR RATES – DAR PUBLIC RELATIONS, INC. *

Integrated Marketing & Public Relations Services

LABOR CATEGORY	HOURLY RATE
Principal	\$198.00
Project Supervisor	\$142.40
Marketing Account Executive	\$120.00
Marketing Coordinator	\$ 89.00
Executive Assistant	\$ 90.00
Marketing Assistant	\$ 58.00
Graphic Designer	\$ 100.00
Photography	\$ 110.00
Webmaster & Social Media	\$ 115.00

Conference & Event Management Services

LABOR CATEGORY	HOURLY RATE
Conference Supervisor	\$198.00
Conference Manager	\$142.40
Conference Coordinator I	\$ 90.00
Conference Coordinator II	\$ 67.00
Conference Assistant I	\$ 58.00
Conference Assistant II	\$ 40.00

*** Hourly rates and flat fee options are available.**

DIRECT EXPENSES

Direct project expenses related to various services including: Marketing, Advertising, Public Relations, and Conference/Event Planning. Specific agency SOW will determine which expenses are required for facilitation by DAR and result in a budget for project implementation.

ITEM OF COST	TOTAL
AIR CARGO	\$812.05
AUDIO-VISUAL	\$60,105.39
BINDING SUPPLIES	\$759.54
BROCHURE PRINTING	\$2,453.26
BUSINESS CENTER	\$25,997.26
CATERING	\$3,173.63
CELLULAR PHONE RENTAL	\$515.54
CLOSING DINNER	\$6,318.64
CLOSING RECEPTION	\$1,582.78
COFFEE BREAKS	\$6,172.51
CONFERENCE REPORTER	\$1,378.58
DECORATIONS	\$299.35
DELIVERY	\$2,955.88
ENTERTAINMENT	\$3,022.50
EQUIPMENT RENTAL	\$4,295.98
FACILITY RENTAL	\$1,093.14
FAXES LOCAL	\$148.11
FAXES INTERNATIONAL	\$850.43
FIXED FEE	\$16,153.11
FLAGS	\$633.52
GRAPHIC DESIGN/LAYOUT	\$925.74
HEAD'S DINNER	\$11,941.01
HOTEL/HOTEL LODGING	\$11,792.06
INCENTIVES	\$755.63
INVITATIONS	\$956.37
LANYARDS	\$2,361.06
LUNCHEONS	\$9,432.62
MEETING EXPENSES	\$1,309.75
MEETING ROOMS/FOOD AND BEVERAGE	\$189,477.65
NAME TAGS	\$2,073.30
NAME TAG ACCESSORIES	\$1,049.56
NEWS CLIPS (TV)	\$392.93
OFFICE EQUIPMENT	\$4,373.56
OFFICE SUPPLIES	\$2,524.00
OPENING RECEPTION	\$5,733.68
PACKAGING	\$75.56
PARKING	\$64.48
PERMITS/LICENSES	\$125.94
PHOTOGRAPHY	\$794.50
PIPE AND DRAPING	\$2,830.06
PLAQUES/AWARDS	\$591.19
PORTERAGE	\$144.07
POSTAGE	\$939.54
PRESENTATION COVERS	\$161.03
	\$808.58

PRESS KIT FOLDERS	\$448.50
PRINT MEDIA BUY	\$9,136.35
PRINTING GENERAL	\$3,404.47
PRINTING – DIVIDERS	\$746.81
PRINTING PHOTOCOPIES (COLOR)	\$1,702.35
PRINTING DISPLAY POSTERS	\$1,428.13
PRINTING NEWSLETTER	\$2,187.28
PRODUCTION	\$8,010.00

PROGRAM DESIGN/PRINTING	\$85.63
PROMOTIONAL ITEMS	\$4,301.05
PSA PRODUCTION FEE	\$100.75
RADIO MEDIA BUY	\$10,709.73
RADIO SPOT RECORDING	\$204.77
RADIO TALENT FEE	\$377.81
SEARCH ENGINE OPTIMIZATION	\$3,425.46
SIGNS/BADGES	\$538.79
SPEAKERS FEE	\$10,054.81
SPEAKERS EXPENSES	\$11,915.80
SPECIAL PROGRAMS	\$12,103.85
STOCK PHOTOGRAPHY	\$200.49
SUPPLIES	\$3,420.45
TABLE TENTS	\$301.22
TAPE DUPLICATION I.E. CD/CASSETTES	\$135.01
TELEPHONE CHARGES /LOCAL/INTERNATIONAL	\$27,964.23
TELEPHONE EQUIPMENT RENTAL/INSTALLATION	\$29,417.98
TEMPORARY LABOR (HOURLY RATE)	\$26.50
TOUR EXPENSES	\$275.82
TOUR GUIDE	\$181.35
TRANSLATION	\$5,078.70
TRANSLATION EQUIPMENT	\$2,018.89
TRANSCRIPTION	\$22,232.00
TRANSPORTATION I.E. AIRPORT TRANSFERS, SHUTTLE BUSES, ETC.	\$8,504.86
VEHICLE RENTAL	\$533.98
VIDEO EDITING	\$644.80
VIDEOGRAPHY/PRODUCTION	\$1,865.34
VIP GREETER SERVICE	\$176.31
WEBCASTING	\$7,025.00
WEB MASTER SERVICES	\$6,248.50
WIRE SERVICE	\$423.15
WIRE TRANSFER FEE	\$45.33

ITEM OF COST	TOTAL
AUDIO-VISUAL	\$21,035.13
BILLBOARD PLACEMENT	\$19,651.28
BILLBOARD PRODUCTION	\$3,577.24
BINDING SUPPLIES	\$15.08
BROCHURE PRINTING	\$7,643.14
CABLE TELEVISION MEDIA BUY	\$32,968.03
CABLE TELEVISION PRODUCTION	\$5,890.42
DECORATIONS	\$299.35
DELIVERY EXPENSES	\$2,955.88
DISPLAY PRODUCTION COSTS	\$239.77
ENTERTAINMENT FEES	\$3,022.50
EQUIPMENT RENTAL	\$233.66
FACILITY RENTAL	\$1,093.14
FAXES	\$318.87
FIXED FEE	\$5,384.37
FLYER PRINTING	\$2,991.26
FRAMING	\$45.34
GRAPHIC DESIGN/LAYOUT	\$8,222.20
KIOSK PLACEMENT	\$6,372.43
KIOSK PRODUCTION	\$794.41
MARKETING DISPLAY	\$494.68
NEWS CLIPS	\$594.42
PARKING	\$64.48
PHOTOGRAPHY	\$646.12
PHOTOGRAPHY REPRINTS	\$399.02
POSTAGE	\$622.21
PRESENTATION COVERS	\$161.04
PRESS KIT FOLDERS	\$808.58
PRINT MEDIA BUY	\$25,610.77
PRINTING DISPLAY POSTERS	\$2,011.97
PRINTING INVITATIONS	\$956.37
PRINTING NEWSLETTER	\$3,207.48
PRINTING PHOTOCOPIES	\$3,404.47
PRINTING POSTCARDS	\$3,240.12
PRINTING SIGNAGE	\$1,701.66
PROGRAM DESIGN	\$85.64
PROMOTIONAL ITEMS	\$19,722.17
PSA PRODUCTION FEE	\$669.24
RADIO MEDIA BUY	\$107,560.95
RADIO SPOT RECORDING	\$3,324.75
RADIO TALENT FEE	\$1,614.57
REFRESHMENTS (CATERING)	\$3,008.25
STOCK PHOTO RENTAL	\$1,163.66
TAPE DUPLICATION	\$135.00
TELEPHONE-LONG DISTANCE	\$1,148.05
TRANSIT SIGNS PLACEMENT	\$9,762.68
TRANSIT SIGNS PRODUCTION	\$3,692.49
VIDEO PRODUCTION	\$3,094.80
VIDEOGRAPHY	\$2,252.63

