

McFARLAND PR AND PUBLIC AFFAIRS HOURLY RATES

HOURLY RATE (Firm, Fixed Price)	UNIT	HOURLY RATE or "N/A" if <i>Not Applicable</i>
Advertising Services		
Partner	Hour	N/A
President	Hour	N/A
Comptroller/Accounting Manager	Hour	N/A
Account Director/Supervisor	Hour	N/A
Account Executive	Hour	\$135.00
Account Manager	Hour	\$135.00
Project Manager	Hour	N/A
Creative Director/Copy	Hour	N/A
Creative Director/Art	Hour	\$100
Senior Art Director	Hour	N/A
Art Director	Hour	\$100
Senior Copywriter	Hour	\$135
Junior Copywriter	Hour	N/A
Production Director/Print	Hour	N/A
Production Director/Art	Hour	N/A
Production Director/Media	Hour	\$150
Producer	Hour	\$150
Researcher	Hour	\$220
Studio Manager	Hour	N/A
Media Director	Hour	N/A
Media Supervisor	Hour	N/A
Media Planner/Buyer	Hour	N/A
Interactive Specialist (Web - DVD)	Hour	\$75
Web-Traffic Analyst	Hour	N/A
Administrative Assistant	Hour	N/A
Clerical	Hour	N/A
Photographer	Hour	\$100
Videographer	Hour	\$300
Graphic Designer	Hour	\$75
Translation Services	Hour	\$75

HOURLY RATE (Firm, Fixed Price)	UNIT	HOURLY RATE or "N/A" if Not Applicable
Marketing and Public Relations Services		
Partner	Hour	N/A
President	Hour	N/A
Comptroller/Accounting Manager	Hour	N/A
Account Director/Supervisor	Hour	N/A
Account Executive	Hour	\$135.00
Account Manager	Hour	\$135.00
Project Manager	Hour	N/A
Creative Director/Copy	Hour	N/A
Creative Director/Art	Hour	\$100
Senior Art Director	Hour	N/A
Art Director	Hour	\$100
Senior Copywriter	Hour	\$135
Junior Copywriter	Hour	N/A
Production Director/Print	Hour	N/A
Production Director/Art	Hour	N/A
Production Director/Media	Hour	\$150
Producer	Hour	\$150
Researcher	Hour	\$220
Studio Manager	Hour	N/A
Media Director	Hour	N/A
Media Supervisor	Hour	N/A
Media Planner/Buyer	Hour	N/A
Interactive Specialist (Web - DVD)	Hour	\$75
Web-Traffic Analyst	Hour	N/A
Administrative Assistant	Hour	N/A
Clerical	Hour	N/A
Graphic Designer	Hour	\$75
Photographer	Hour	\$100
Videographer	Hour	\$300
Translation Services	Hour	75