

**ATTACHMENT B
Rates and Fees Schedule**

1. Hourly rates for service:

If additional or alternative categories are used, please explain fully.

	Rate
1. Account Management	
2. Strategic Planning	
3. Pitch Letter/Press Release Writing	
4. Distribution of Press Releases/Pitch Letters	
5. Press Relations (including Pitch and Query response)	
6. Management of Media Interactions/FAMs	
7. Meetings/Conferences/Events	
8. Public Relations Support	
9. Reports/Clips	
10. Media Strategy & Planning	
11. Media Buying	
12. Interactive/Digital Media Buying & Management	
13. Interactive/Search Engine Marketing	
14. Administration/Accounting	
15. Other	
16. Other	
TOTAL	

2. Account Management Fee:

The State will not pay any mark-up on costs. All costs must be net to the State of New Hampshire. Please explain in detail what will be covered in fees.

