

**Appendix C to DIR CONTRACT NUMBER DIR-TSO-2588
PRICING INDEX**

SERVICE Description	Part / Service Number	MSRP COST EACH/Per Unit	DIR Customer Discount % from MSRP
WEBSITE DESIGN/DEVELOPMENT			
Website and mobile website design and development, per hour	WDD1	\$ 175.00	52.00%
Information architecture and navigation design, per hour	WDD2	\$ 250.00	52.00%
Accessibility audit, recommendations, per hour	WDD3	\$ 320.00	52.00%
Web presence strategy: Bronze, per package	WDD4	\$ 8,500.00	42.00%
Web presence strategy: Silver, per package	WDD5	\$ 12,500.00	42.00%
Web presence strategy: Gold, per package	WDD6	\$ 30,000.00	42.00%
Web strategy consultation: 2 hours, per package	WDD7	\$ 500.00	52.00%
Search engine optimization package: Bronze, per package	WDD8	\$ 3,500.00	52.00%
Search engine optimization package: Silver, per package	WDD9	\$ 7,500.00	52.00%
Search engine optimization package: Gold, per package	WDD10	\$ 15,000.00	52.00%
Search engine optimization monthly monitoring and reporting: Bronze, per month	WDD11	\$ 250.00	52.00%
Search engine optimization monthly monitoring and reporting: Silver, per month	WDD12	\$ 550.00	52.00%
Search engine optimization monthly monitoring and reporting: Gold, per month	WDD13	\$ 750.00	52.00%
Usability testing and activities	WDD14	\$ 250.00	52.00%
SERVICE Description	Part/Service Number	MSRP COST EACH/Per Unit	DIR Customer Discount % from MSRP
WEBSITE HOSTING			
Website hosting research and recommendations, per hour	H1	\$ 250.00	32.00%
Website hosting: Cloud/shared server, small to medium site package, monthly	H2	\$ 50.00	32.00%
Website hosting: Dedicated virtual server	H3	\$ 550.00	32.00%

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Website hosting: Dedicated actual server	H4	\$ 650.00	32.00%
Website hosting: Support, maintenance and troubleshooting, regular office hours 8 am – 6 pm Central Time	H5	\$ 250.00	32.00%
SERVICE Description	Part/Service Number	MSRP COST EACH/Per Unit	DIR Customer Discount % from MSRP
DOMAIN NAME SYSTEM (DNS) MANAGEMENT			
Domain name registry research and hosting setup, per hour	DNS1	\$ 250.00	42.00%
SERVICE Description	Part/Service Number	MSRP COST EACH/Per Unit	DIR Customer Discount % from MSRP
BUSINESS TOOLS			
Web application research & recommendation, setup, per hour	BT1	\$ 250.00	42.00%
Email sending platform research, recommendation, setup, per hour	BT2	\$ 250.00	42.00%
E-commerce website research & recommendations, per hour	BT3	\$ 250.00	42.00%
E-commerce website design, setup and implementation, per hour	BT4	\$ 250.00	42.00%
Inbound marketing system platform research, recommendation, per hour	BT5	\$ 250.00	42.00%
Inbound marketing system website design, setup and implementation, per hour	BT6	\$ 250.00	42.00%
SERVICE Description	Part/Service Number	MSRP COST EACH/Per Unit	DIR Customer Discount % from MSRP
E-MAIL HOSTING			
Email hosting: Research, recommendation & setup, per hour	E1	\$ 250.00	36.50%
SERVICE Description	Part/Service Number	MSRP COST EACH/Per Unit	DIR Customer Discount % from MSRP
ACCESSIBILITY			
Accessibility Audit: up to 10 pages, per package	A1	\$ 11,500.00	36.50%

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WEB CONTENT MANAGEMENT			
Content management research & recommendation, per hour	WCM1	\$ 250.00	32.00%
Content management system design or redesign, migration/implementation, per hour	WCM2	\$ 250.00	32.00%
Content management system maintenance and updates, per hour	WCM3	\$ 175.00	32.00%
SERVICE Description	Part/Service Number	MSRP COST EACH/Per Unit	DIR Customer Discount % from MSRP
MAINTENANCE, TRAINING AND SUPPORT			
Social Media training workshop, half-day. Editorial calendar, techniques, tactics and tools, per hour	MTS1	\$ 325.00	42.00%
WordPress, Joomla, Drupal & other CMS training, half-day workshop, per hour	MTS2	\$ 325.00	42.00%
Email/enews workshop: Templates, Lists and Listbuilding & Strategy, per hour	MTS3	\$ 325.00	42.00%
Website maintenance: Content Management System updates, content updates, software and server updates and troubleshooting, per hour	MTS4	\$ 250.00	27.00%
SERVICE Description	Part/Service Number	MSRP COST EACH/Per Unit	DIR Customer Discount % from MSRP
TURNKEY SOLUTION			
Open source content management system website, 20 pages,non-responsive	TK1	\$ 20,000.00	35.00%
Open source content management system website, 20 pages, responsive	TK2	\$ 30,000.00	35.00%
SERVICE Description	Part/Service Number	MSRP COST EACH/Per Unit	DIR Customer Discount % from MSRP
OPTIONAL SERVICES			
Half-day, customized onsite digital strategy workshop, per strategist	DS1	\$ 3,500.00	35.00%

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Digital strategy presentations: Social Media Strategy & Guidelines, Preparing for a Website Redesign, Getting Found in Google, Applied Website Analytics, Customer-Centric Design, Modern Productivity Tools, Remote Collaboration & Teaming	DS2	\$ 850.00	35.00%
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