

**Appendix C Pricing Index
DIR-TSO-4305
TXC Texas Creative, LTD.**

CATEGORY	SUBCATEGORY DESCRIPTION	SERVICE DESCRIPTION	SERVICE ZONE	UNIT	DIR Customer Discount % off MSRP
Accessibility	Accessibility Audit - Consulting, research, recommendation for Audit process	Hourly service plus cost of Audit services quoted per SOW	all	Hourly plus cost of audit	20.00%
	WCAG Compliance Testing - WCAG Compliance Testing	Hourly services	all	Per Hour	20.00%
Business Tools	Design Digital Banner Ads - Graphic designer for digital banner ads	Hourly	all	Per Hour	20.00%
	Email Marketing Template - Email marketing template design and coding	Hourly	all	Per Hour	25.00%
	Email Platform - Research, recommend and set up email send platform.	Hourly	all	Per Hour	25.00%
	Google Analytics Setup - One Time - Set up Google Analytics for website	One time fee	all	Per URL	20.00%
	HTML5 Coding of Banner Ads - Taking graphic design, code the banner ads in HTML5	Bundle of 6 standard size ads	all	Per Bundle	20.00%
	Monthly Analytics Reporting - Monthly reporting for all analytics	Priced per platform, Google, Facebook, Twitter, LinkedIn, Pinterest, Instagram, others	all	Per platform / per month	20.00%
	Security Review - Review website security protocols, make recommendations	One time flat fee	all	Per Review	10.00%
	Social Media Management - Manage social media community, communication calendar, persona development, training	Hourly	all	Per Hour	36.99%
	Social Media Page Creation - Social media page creation for Facebook, Instagram, Pinterest, LinkedIn, Twitter, and others	Hourly	all	Per Hour	25.00%
	Social Media Reputation Management - Bundle of hours per month to manage all platforms and social reputation, customer service response	Up to 5 hours per month, minimum of 3 months	all	Per Month	20.00%
Cloud Hosting	Business Website Hosting - Pantheon.io Drupal and Wordpress Hosting (PaaS)	Up to 500,000 monthly pageviews	all	Per Month	10.00%
	Development Environments Add-on - Platform.sh Drupal and PHP Hosting (PaaS)	Qty 3 additional environments	all	Per bundle / Monthly	10.00%
	Development Hosting - Platform.sh Drupal and PHP Hosting (PaaS)	No live domain hosting for development phase.	all	Per Month	10.00%
	EDU+ Hosting - Pantheon.io Drupal and Wordpress Hosting (PaaS)	Hosting for up to 42 sites	all	Per Year	10.00%
	Elite Website Hosting consultation, research, recommendations - Custom configuration. Pantheon.io Drupal and Wordpress Hosting (PaaS)	Custom configurations - priced annually.	all	Hourly	20.00%
	Enterprise Hosting - Pantheon.io Drupal and Wordpress Hosting (PaaS)	Hosting for up to 33 sites	all	Per Year	10.00%
	Enterprise Hosting, consulting, research, recommendations - Custom configuration. Platform.sh Drupal and PHP Hosting (PaaS)	Custom configurations - priced annually	all	Per Hour	20.00%
	Hosting Maintenance - Hosting services	Hourly	all	Per Hour	20.00%
	Hosting Setup - Cloud hosting support and management	One time hosting set up	all	Per URL	10.00%
	Large Hosting - Platform.sh Drupal and PHP Hosting (PaaS)	Up to 1,000,000 monthly pageviews, 8GB RAM, 1 user, 3 development environments, 5GB storage, SSL	all	Per Month	10.00%
	Large Rackspace Hosting - Rackspace Cloud Servers, Linux, Managed Operations	General 4GB RAM, 4 vCPUs, 80GB storage, 800MB/s bandwidth	all	Per Month	10.00%
	Medium Hosting - Platform.sh Drupal and PHP Hosting (PaaS)	Up to 500,000 monthly pageviews, 4GB RAM, 1 user, 3 development environments, 5GB storage, SSL	all	Per Month	10.00%
	Medium Rackspace Hosting - Rackspace Cloud Servers, Linux, Managed Operations	General 2GB RAM, 2 vCPUs, 40GB storage, 400Mb/s bandwidth	all	Per Month	10.00%
	Personal Website Hosting - Pantheon.io Drupal and Wordpress Hosting (PaaS)	Up to 10,000 monthly pageviews	all	Per Month	10.00%
	Priority Enterprise/EDU+ Hosting + Support - Pantheon.io Drupal and Wordpress Hosting (PaaS) and Support Bundle	Hosting package for either Enterprise or EDU+ / with support	all	Per Year	10.00%
	Professional Website Hosting - Pantheon.io Drupal and Wordpress Hosting (PaaS)	Up to 100,000 monthly pageviews	all	Per Month	10.00%
	Small Rackspace Hosting - Rackspace Cloud Servers, Linux, Managed Operations	General 1GB RAM, 1 vCPUs, 20GB storage, 200Mb/s bandwidth	all	Per Month	10.00%
	Standard Hosting - Platform.sh Drupal and PHP Hosting (PaaS)	Up to 10,000 monthly pageviews, 2GB RAM, 1 user, 3 Development Environments, 5GB storage, SSL	all	Per Month	10.00%
	Storage Add-on - Platform.sh Drupal and PHP Hosting (PaaS)	5GB monthly	all	Per 5GB / Monthly	10.00%
	Super Rackspace Hosting - Rackspace Cloud Servers, Linux, Managed Operations	General 8GB RAM, 8 vCPUs, 160GB storage, 1600Mb/s bandwidth	all	Per Month	10.00%
User Add-on - Platform.sh Drupal and PHP Hosting (PaaS)	User add-on	all	Per User / Monthly	10.00%	

CATEGORY	SUBCATEGORY DESCRIPTION	SERVICE DESCRIPTION	SERVICE ZONE	UNIT	DIR Customer Discount % off MSRP
Domain Name System (DNS) Management	Domain Registry Set-up - Domain registry research, management, set-up or transfer	Hourly	all	Per Hour	25.00%
	Registration - 10 Years, .com, .net, .org, .info, .us top level domains. All others quoted at market rates.	Flat Fee	all	Per Domain	10.00%
	Registration/Renewal - 1 Year, .com, .net, .org, .info, .us top level domains. All others quoted at market rates.	Flat Fee	all	Per Domain	10.00%
	Registration/Renewal - 2 Years, .com, .net, .org, .info, .us top level domains. All others quoted at market rates.	Flat Fee	all	Per Domain	10.00%
	Registration/Renewal - 5 Years, .com, .net, .org, .info, .us top level domains. All others quoted at market rates.	Flat Fee	all	Per Domain	10.00%
	Renewal - 9 Years, .com, .net, .org, .info, .us top level domains. All others quoted at market rates.	Flat Fee	all	Per Domain	10.00%
E-Mail Hosting	Office 365 Email + Office - Rackspace Managed Office 365 Plan	Business Premium - email + Office 2016	all	Per User / Per month	10.00%
	Office 365 Email Only - Rackspace Managed Office 365 Plan	Business Essentials - email only - Per email account	all	Per User / Per month	10.00%
	Office 365 Enterprise - Rackspace Managed Office 365 Plan	Enterprise E3 - email + Office 2016	all	Per User / Per month	10.00%
	Office 365 Setup - Rackspace Managed Office 365 Plan	Setup, includes DNS changes, coordination and communication with Rackspace	all	Per Setup	20.00%
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.	3 hour session	all	Per Session	20.00%
	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.	6 hour session	all	Per Session	20.00%
	CMS Training - CMS Training - Remote access	Usually one-hour training is sufficient for most customers	all	Per Hour	20.00%
	Email Marketing Training - Email Marketing training workshop, 2-hour	Database management, federal law compliance, strategy, tools, Campaign Monitor training	all	Per Session	20.00%
	Social Media Management Training - Social Media training workshop, half-day.	Editorial calendar, techniques, tactics and tools to engage. 3 hour session	all	Per Session	20.00%
	Troubleshooting - Troubleshooting website by senior web developer, priority review, recommendations, repair	Hourly	all	Per Hour	20.00%
	Website Maintenance - Changes to website, code, design, page navigation, functionality upgrades	Hourly	all	Per Hour	56.72%
Turnkey Solutions	Small Website Agile - Turnkey development of small website, TXC managed shared hosting, maintenance, troubleshooting, active accessibility monitoring	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	20.00%
Web Content Management	Basic Content Maintenance - Website content update requests from client, change out photos, update text, add pages, graphics	Up to 6 hours per month, minimum of 3 months	all	Per Month	20.00%
	Business Content Maintenance - Website content update changes from client, change out photos, update text, add pages, graphics	Up to 15 hours per month, minimum of 3 months	all	Per Month	20.00%
	Content Creation - Website content creation; graphics, video, promotions	Hourly	all	Per Hour	20.00%
	Content Implementation - Website content proofing and uploading into CMS	Hourly	all	Per Hour	20.00%
	Content Strategy - Website content strategy review, recommendations, planning	Hourly services quoted with SOW	all	Per Hour	20.00%

CATEGORY	SUBCATEGORY DESCRIPTION	SERVICE DESCRIPTION	SERVICE ZONE	UNIT	DIR Customer Discount % off MSRP
Website Design/ Development	APP Development - Native APP or Web APP	Custom quote to project specs	all	Per Hour	20.00%
	Copywriting - Copywriting	Hourly	all	Per Hour	32.00%
	Graphic Design - Senior Designer - Senior graphic designer	Hourly	all	Per Hour	20.00%
	Graphic Designer - Graphic Designer	Hourly	all	Per Hour	20.00%
	HTML Programming - HTML5, CSS and Javascript programming for websites and other digital applications including email and banner ads	Custom quote to project specs	all	Per Hour	20.00%
	Logo Design - Logo Design for website	Up to 2 client revisions	all	Per logo option	10.00%
	Photography - Photo shoot management, photo editing	Quote to SOW	all	Per Hour	20.00%
	Project Coordinator - Coordinates client communication, updates job assignments, meeting notes, organize content provided by customer	Hourly	all	Per Hour	43.00%
	Project Manager - Manager - Project Management, status reports, budget management, client meetings	Hourly	all	Per Hour	23.00%
	Project Manager - Senior - Website strategy, Overall digital strategy planning	Hourly	all	Per Hour	20.00%
	Quality Assurance - Launch phase QA checklist. 53-step process to insure clean launch.	Quoted as part of total SOW	all	Per Hour	20.00%
	Requirements Discovery - Review and audit current site situation, determine next steps, project planning and customer discovery session	Hourly as needed	all	Per Hour	20.00%
	Search Engine Optimization - Research, recommendations and strategic planning for SEO and site content.	Hourly as needed	all	Per Hour	20.00%
	UI/UX Information Architecture, Sitemapping - Determining the navigation structure and sitemap.	Working with customer to define site navigation needs, sitemap PDF for approval prior to development.	all	Per Sitemap	20.00%
	UI/UX Wireframing - Wireframing all pages of website	Quoted as needed.	all	Per Hour	20.00%
	Video Production - Video production for web and social media	Quote to SOW	all	Per Hour	20.00%
	Website Design Concept - Custom responsive website design concept for home and sub-page	Up to 2 client design revisions included.	all	Per Concept	20.00%
	Website Design Concept - Mobile First - Custom mobile first website design concept for home and sub-page	Up to 2 client design revisions included	all	Per Concept	20.00%
Website Development - All development to include CMS set up and configuration for Drupal, Wordpress or Custom PHP.	Quoted as part of total SOW. 60-day warranty on all development	all	Per Hour	20.00%	
Website to APP Conversion - Convert existing website to Native iOS and Android APP with Push Notifications	Includes custom Native menu design and managing submission to all APP stores	all	Flat Fee	20.00%	
Website Hosting	24/7 Monitoring - Monthly 24/7 monitoring and trouble shooting support		all	Per Month	20.00%
	Enhanced Hosting - Shared hosting on Rackspace infrastructure - Centos 7, nginx, php	200mb database storage, 5GB SSD disk storage, 200GB/mo outgoing bandwidth, backups	all	Per Year	10.00%
	Hosting Consulting - Research, review and recommend hosting solutions for large enterprise websites	Hourly	all	Per Hour	20.00%
	Monthly CMS Security Maintenance - Monthly updates to patch security issues in the CMS.	Other located hosting	all	Per Quarter	10.00%
	Monthly CMS Security Maintenance - Monthly updates to patch security issues in the CMS. Required for any website hosted on TXC servers	TXC Shared Hosting, maintenance performed monthly	all	Per Quarter	10.00%
	Standard Hosting - Shared hosting on Rackspace infrastructure - Centos 7, nginx, php	100MB database storage, 2GB SSD disk storage, 50GB/mo outgoing bandwidth, backups	all	Per Year	10.00%

VOLUME DISCOUNT		
Service Category	Type of Volume	DIR Customer Discount % off MSRP
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%