



Commercial Price List

BRUNET-GARCÍA

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HEADQUARTERS

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Commercial Hourly Labor Rates

Labor Category	Commercial Price List (CPL)
CREATIVE	
Executive Creative Director	\$300.00
Creative Director	\$213.42
Associate Creative Director	\$195.00
Creative Group Head	\$185.00
Senior Art Director	\$178.81
Art Director	\$155.74
Ad/Traffic Manager	\$154.50
Senior Designer	\$144.20
Photo Imaging Specialist	\$132.66
Graphic Designer	\$126.74
Mechanical Production	\$121.13
COPYWRITING	
Lead Technical Writer	\$200.00
Technical Writer	\$175.00
Senior Writer	\$154.50
Copy Editor	\$154.50
Writer	\$139.05
Proofreader	\$139.05
Proofreading Coordinator	\$126.74
Junior Proofreader	\$85.00
VIDEO/PHOTOGRAPHY/ PRINT PRODUCTION	
Executive Producer	\$300.00
Executive Director	\$300.00
Video Production Manager	\$190.00
Producer	\$173.04
Director	\$173.04
TV/Video Production	\$173.04
Project/Production Management	\$173.04

Labor Category	Commercial Price List (CPL)
Cameraman	\$155.74
Video Editor	\$154.50
Photographer	\$154.50
Print Traffic Manager	\$154.50
Photographer Assistant	\$139.05
EARNED MEDIA/ PARTNER ENGAGEMENT/ DIRECT OUTREACH	
Director of PR	\$300.00
Senior PR Counsel	\$203.89
Senior PR Campaign Management	\$185.00
PR Campaign Management	\$173.04
Media Training	\$169.95
PR Planner	\$162.23
PR Coordinator	\$132.66
PR Specialist	\$121.13
PR Assistant	\$119.33
PAID MEDIA	
Director of Media Strategy	\$300.00
Senior Media Strategist	\$200.00
Media Planning	\$173.04
Media Buying	\$154.50
Direct Mail Services	\$139.05
Media Analyst	\$130.00
Junior Media Analyst	\$85.00
DIGITAL/IT	
Director of Web Development	\$300.00
Senior Technology Director	\$190.00
Web Marketing Strategist	\$181.61
Web Usability Research	\$173.04
Web Search Engine Optimization	\$173.04

Commercial Hourly Labor Rates

Labor Category	Commercial Price List (CPL)
DIGITAL/IT	
Technology Director	\$173.04
Web Architect/Developer	\$162.23
Web Content Developer	\$154.50
Web Programmer	\$146.00
Web Production Specialist	\$132.66
Web Maintenance	\$132.66
ACCOUNT MANAGEMENT	
Director of Account Management	\$300.00
Principal Management Supervisor	\$257.50
Senior Account Manager	\$173.04
Account Manager	\$155.74
Account Coordinator	\$128.80
Clerical Support	\$108.15
Administrative Assistant	\$75.00
Intern	\$55.00
STRATEGY/RESEARCH	
Subject Matter Expert	\$315.00
Director of Brand Strategy	\$300.00
Director of Research	\$300.00
Advertising Strategist	\$248.75
Lead Brand Developer	\$215.00
Brand Development	\$201.88
Strategic Account Planner	\$185.00
Focus Group Moderator	\$180.25
Research Analysis	\$173.04
Market Analysis	\$162.23
Market Research	\$155.74
Market Planning	\$121.13
Telephone Researcher	\$108.15
Junior Telephone Research Assistant	\$85.00