



BILLING RATES - FY 21/22

DEPARTMENT NAME :
Social Media Listening Center

VICE-PRESIDENT AREA :
Provost

DESCRIPTION OF COMMODITY OR SERVICE :	UNIT OF BILLING	FY 21/22 RATE	CUSTOMERS BEING SERVED
Sprinklr Access (Listening Explorer)			
User login credential (monthly)	month	\$850.00	External
User login credential (monthly)	month*	\$335.00	Internal
* Actual data usage is tracked and monthly fee is allocated and billed across all funding sources			
Duration of Monitoring (Listening Insights)			
Per week	week	\$300.00	External
Per month	month	\$1,000.00	External
Per year	year	\$11,000.00	External
Per week	week	\$100.00	Internal
Per month	month	\$400.00	Internal
Per year	year	\$4,500.00	Internal



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Consultation & Support			
Query Build	flat	\$500.00	External
Training Session	hourly	\$150.00	External
SMLC Technical Support	hourly	\$150.00	External
Query Build	flat	\$300.00	Internal
Training Session	hourly	\$100.00	Internal
SMLC Technical Support	hourly	\$100.00	Internal
Deliverables			
Listening Summary	flat	\$500.00	External
Audience Insights Report	flat	\$250.00	External
Comprehensive Report	hourly	\$300.00	External



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Listening Summary	flat	\$350.00	Internal
Audience Insights Report	flat	\$150.00	Internal
Comprehensive Report	hourly	\$100.00	Internal
Partnership Levels			
White	flat	\$7,500.00	External
Purple	flat	\$15,000.00	External
Orange	flat	\$25,000.00	External
Social Media Management			
Content Management per platform	month	\$150.00	External
Content creation per platform	hourly	\$75.00	External



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Social strategy development	hourly	\$100.00	External
Content Management per platform	month	\$100.00	Internal
Content creation per platform	hourly	\$25.00	Internal
Social strategy development	hourly	\$30.00	Internal
Miscellaneous			
Center Rental (1-4 hours)	hourly	\$250.00	External
Center Rental (4+ hours)	hourly	\$500.00	External
Mobile SMLC	hourly	\$500.00	External
Center Rental (1-4 hours)	hourly	\$100.00	Internal
Center Rental Full Day	Daily	\$300.00	Internal
Mobile SMLC	hourly	\$300.00	Internal
Initial Consultation	hourly	\$52.00	Internal
Software Demonstration	hourly	\$52.00	Internal
Training Session	hourly	\$52.00	Internal



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Deliverables			
1 widget report	flat	\$100.00	External
2 widget report	flat	\$200.00	External
3 widget report	flat	\$300.00	External
4 widget report	flat	\$400.00	External
5 widget report	flat	\$500.00	External
Comprehensive Report	hourly	\$100.00	External
Detailed Social Summary	hourly	\$100.00	External
Audit Report	hourly	\$300.00	External
1 widget report	flat	\$83.00	Internal
2 widget report	flat	\$166.00	Internal
3 widget report	flat	\$249.00	Internal
4 widget report	flat	\$332.00	Internal
5 widget report	flat	\$415.00	Internal



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Comprehensive Report	hourly	\$52.00	Internal
Detailed Social Summary	hourly	\$52.00	Internal
Audit Report	hourly	\$52.00	Internal
Miscellaneous			
Access to Command Center	flat	\$350.00	External
Mobile SMLC1	hourly	\$300.00	External
EMV update fee	month	\$60.00	External
Center Rental (1-4 hours)	hourly	\$250.00	External
Center Rental (4+ hours)	hourly	\$500.00	External
SMLC Technical Support	hourly	\$60.00	External
Access to Command Center	flat	\$300.00	Internal
Mobile SMLC1	hourly	\$195.00	Internal
EMV update fee	month	\$52.00	Internal
SMLC Technical Support	hourly	\$52.00	Internal