

leapfroginteractive

SENCO
Budget Allocation
5.23.2013



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SENCO[®]

Agency Contact Information

Legal Name: LeapFrog, Inc.

D.B.A.: LeapFrog Interactive

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Louisville, KY 40299

Cincinnati Offices:

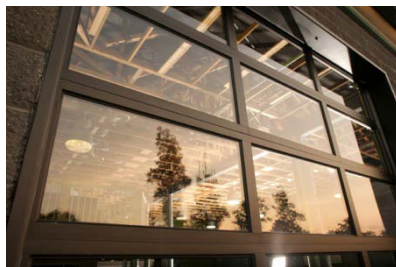
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Cincinnati, OH 45202

Agency Contacts:

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Website Budget Review

LISTEN – Discovery, Research, Insights, Recommendation Hourly rate: \$225 / Fixed Fee	\$12,000
ENGAGE – Architecture, Specifications, Visualization Hourly rate: \$175 / Within 15% commitment unless change order	\$115,000 - \$135,000
ACT – Site Construction, Population, Testing, Beta Delivery Hourly Rate: \$135 / Pre-scope estimate	\$80,000 - \$125,000
ALLOWANCES	
Content Creation Hourly rate \$135	\$25,000
Feature / Functionality Hourly rate \$135	\$25,000
Stock Photo / Video / Graphic	\$5,000
Total Estimated Project Fees	\$262,000 - \$327,000
Account Management / Project Management Fee	\$5,000 monthly during project term
Optional: PERFORM - Beta Testing, Go-live, Plus 60-days Beta fixes <u>and changes</u> Go-live support Go-live testing battery 60-day site errors 60-day site changes or updates 60-day licensed software upgrade support (not licensing fee itself) 60-day account and project mgt team continuation	50% of hourly rates

Core Assumptions

Wireframes and Unique Digital Layouts – our estimated fee assumes 55 wireframes and 35 unique digital layouts to be required in order to demonstrate the brand, value propositions, key messages, products, and content in a manner that meets the usability expectations of users.

Content Creation / Features / Functionality – our estimate includes a \$50,000 allowance to be put towards raising the bar in the way certain key content, key features, and critical messages are demonstrated, conveyed, and engaged with by our consumer.

User-Centered – our estimate includes a user-centered design process and approach, one focus group feedback loop, and approach to content / features / functionality that is site-consumer oriented and centered.

Content Management – our estimate assumes a content management system will be a part of the site implementation, and accounts for the time to build the templates, set up the CMS controls, and fully deploy the first 100 pages of content. Furthermore, our estimate includes assumptions for CMS training of SENCO staff.

Excluded from our estimates

- Third party licensing

- Travel

- Photo shoots / video shoots

Retainer Structure

Retainer shall include:

- Account Management
- Account Planning
- Research / Insights
- Project and/or Program Management
- Creative Services – Design
- Creative Services – Copy
- Analytics Services – all programs and assets (to the extent provided)
- Dashboard Provision

Retainer Model: Hourly

- Strategy / Principal: \$225
- Planning / Architecture / Original Creative / VP: \$175
- Execution / Production / Program: \$135
- Admin / Travel: \$105

Rate Discount: 10%

Variance: +10% at no additional fee

Retained Minimum: \$25,000 monthly

Excludes: All third-party fees. Such fees, if any, are invoiced at cost to the client.