

# COST PROPOSAL

## Request for Proposal 5230 Z1

Bidder's Name \_\_\_\_\_

**Bidder must enter a unit cost in dollars and cannot be a percentage.** Prices quoted on the Cost Proposal shall remain fixed for the entire contract period including all renewals. Ad rate prices for advertising may change during the term of the contract.

**NEBRASKAland Magazine**

Current Ad Rate per Insertion	1+	3+	6+	10+
Two Full Pages (Double Truck)	\$2,000	\$1,900	\$1,800	\$1,550
Inside Front, Page 3, Inside Back	\$1,300	\$1,250	\$1,200	\$1,050
Full Page	\$1,000	\$950	\$900	\$750
Half Page	\$600	\$575	\$525	\$450
Quarter Page	\$400	\$375	\$325	\$300
One-Sixth Page	\$300	\$275	\$225	\$200

NEBRASKAland Magazine Fee per Ad Sold	1+	3+	6+	10+
Two Full Pages (Double Truck)	\$ _____	\$ _____	\$ _____	\$ _____
Inside Front, Page 3, Inside Back	\$ _____	\$ _____	\$ _____	\$ _____
Full Page	\$ _____	\$ _____	\$ _____	\$ _____
Half Page	\$ _____	\$ _____	\$ _____	\$ _____
Quarter Page	\$ _____	\$ _____	\$ _____	\$ _____
One-Sixth Page	\$ _____	\$ _____	\$ _____	\$ _____

**OPTIONAL SIZES NOT IN THE MEDIA KIT AND RATE CARD:**

**NEBRASKAland Magazine**

Current Ad Rate per Insertion	1+	3+	6+	10+
One-Third Page	\$500	\$475	\$400	\$375
One-Twelve Page	\$150	\$140	\$120	\$110

  

NEBRASKAland Magazine Fee per Ad Sold	1+	3+	6+	10+
One-Third Page	\$ _____	\$ _____	\$ _____	\$ _____
One-Twelve Page	\$ _____	\$ _____	\$ _____	\$ _____

**Guide Books**

Current Ad Rate per Insertion	1+	2+	3+	5+
Inside Front, Inside Back, Back	\$1,500	\$1,475	\$1,450	\$1,400
Full Page	\$900	\$875	\$850	\$800
Two-Thirds	\$650	\$625	\$600	\$550
Half Page	\$500	\$475	\$450	\$400
One-Third Page	\$300	\$275	\$250	\$225
Guide Books Fee per Ad Sold	1+	2+	3+	5+
Inside Front, Inside Back, Back	\$_____	\$_____	\$_____	\$_____
Full Page	\$_____	\$_____	\$_____	\$_____
Two-Thirds	\$_____	\$_____	\$_____	\$_____
Half Page	\$_____	\$_____	\$_____	\$_____
One-Third Page	\$_____	\$_____	\$_____	\$_____

**Weekly E-newsletter**

Current Ad Rate per Insertion	\$300
Fee per ad sold	\$_____

**Insert Cards**

Game and Parks Commission currently does not currently have advertising on insert cards however may consider using in the future.

Tip-in Sub/Ad Card 4/4 (2-sided)	Estimated Cost \$2500
2 attached Sub/Ad Cards (both 2-sided)	\$2800
Sub/Ad Card (Special Issues Only) Three Perfed Cards 2-sided ea	\$3500
	Fee per ad sold
Tip-in Sub/Ad Card 4/4 (2-sided)	\$_____
2 attached Sub/Ad Cards (both 2-sided)	\$_____
Sub/Ad Card (Special Issues Only) Three Perfed Cards 2-sided ea	\$_____