

Cost Proposal
Request for Proposal Number 5930 Z1

Bidder's Name: _____

Estimated cost for media expenditures is \$600,000 annually, which may be subject to change based upon budget and will be handled on a project by project basis. Hard/Pass Through costs for advertising, media or other charges must be accompanied by receipt form the third party vendor and must be for actual costs incurred.

Prices submitted on the cost proposal form, once accepted by the State, shall remain fixed for the first three (3) years of the contract. Any request for a price increase subsequent to the third year of the contract shall not exceed five (5 %) of the price bid for the period. Increases shall not be cumulative and will only apply to that period of the contract. The request for a price increase must be submitted in writing to the State Purchasing Bureau a minimum of 120 days prior to the end of the current contract period. Documentation may be required by the State to support the price increase.

The cost associated with Project Planning and Management activities must be included in the hourly rate proposed for each of the technical requirements specified.

Hours are estimates only and will vary and be subject to change based upon project needs.

		Initial Contract Period				
		Year 1	Year 2	Year 3	Year 4	Year 5
Fees for Services	Estimated Hours Annually	Cost Per Hour	Cost Per Hour	Cost Per Hour	Cost Per Hour	Cost Per Hour
Account Services & Management	100-150	\$	\$	\$	\$	\$
Strategic Planning and & Market Research	30-50	\$	\$	\$	\$	\$
Creative Design and Production Services	800-1,000	\$	\$	\$	\$	\$
Media Planning and Buying Services	30-100	\$	\$	\$	\$	\$
Earned Media and Public Relations	20-40	\$	\$	\$	\$	\$
Branding and Cooperative Marketing	40-80	\$	\$	\$	\$	\$
Industry Partnerships	5-40	\$	\$	\$	\$	\$
Project Modifications	20-150	\$	\$	\$	\$	\$
Presentation Development and Support	0-40	\$	\$	\$	\$	\$
Estimated Hard /Pass Through Costs	Lump Sum Cost	\$	\$	\$	\$	\$

Fees for Services	Estimated Hours Annually	Optional Renewal Year 1	Optional Renewal Year 2	Optional Renewal Year 3	Optional Renewal Year 4	Optional Renewal Year 5
		Cost Per Hour	Cost Per Hour	Cost Per Hour	Cost Per Hour	Cost Per Hour
Account Services & Management	100-150	\$	\$	\$	\$	\$
Strategic Planning and & Market Research	30-50	\$	\$	\$	\$	\$
Creative Design and Production Services	800-1,000	\$	\$	\$	\$	\$
Media Planning and Buying Services	30-100	\$	\$	\$	\$	\$
Earned Media and Public Relations	20-40	\$	\$	\$	\$	\$
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Estimated Hard /Pass Through Costs	Lump Sum Cost	\$	\$	\$	\$	\$