

SECTION VII

COST PROPOSAL



This section describes the requirements to be addressed by bidders in preparing the State's Cost Proposal. The bidder must use the State's Cost Proposal. The bidder should submit the State's Cost Proposal in accordance with Section I Submission of Proposal.

THE STATE'S COST PROPOSAL AND ANY OTHER COST DOCUMENT SUBMITTED WITH THE PROPOSAL SHALL NOT BE CONSIDERED CONFIDENTIAL OR PROPRIETARY AND IS CONSIDERED A PUBLIC RECORD IN THE STATE OF NEBRASKA AND WILL BE POSTED TO A PUBLIC WEBSITE.

A. COST PROPOSAL

This summary shall present the total fixed price to perform all of the requirements of the RFP. The bidder must include details in the State's Cost Proposal supporting any and all costs.

The State reserves the right to review all aspects of cost for reasonableness and to request clarification of any proposal where the cost component shows significant and unsupported deviation from industry standards or in areas where detailed pricing is required.

B. PRICES

Prices quoted shall be net, including transportation and delivery charges fully prepaid by the bidder, F.O.B. destination named in the RFP. No additional charges will be allowed for packing, packages, or partial delivery costs. When an arithmetic error has been made in the extended total, the unit price will govern.

Following is the State's Cost Sheet outlining the total costs to perform all requirements of the RFP. All prices are net and include transportation and delivery charges.

Cost Proposal Request for Proposal Number 6028 Z1

Bidder Name: Swanson Russell

Due to the dynamic nature of this RFP and the resulting contract, the percentage of time spent on the items delineated in Section IV.E. Scope of Work, will be fluid, with greater emphasis being put on certain areas at different times. This is considered a normal part of the services being contracted and shall be included in the proposed fixed prices.

Provide a fixed cost-per-hour rate for each of the six (6) requirements as indicated. **Hourly Rates must not be expressed as a range.** If there are multiple rates associated with a requirement, then identify each rate separately. For evaluation purposes, the hourly rates will be averaged.

All prices, costs, and terms and conditions submitted in the proposal shall remain fixed and valid commencing on the opening date of the proposal until the contract terminates or expires.

A completed Cost Proposal must be submitted with the proposal response.

Requirements	Fixed Hourly Rates				
	Initial Period Year One	Optional Renewal One	Optional Renewal Two	Optional Renewal Three	Optional Renewal Four
CornsTalk Newsletter	\$ 140	\$ 140	\$ 140	\$ 145	\$ 145
Media Planning and Placement Commission Rate: <u> N/A </u>	\$ 140	\$ 140	\$ 140	\$ 145	\$ 145
Creative Development, Design and Production Services	\$ 140	\$ 140	\$ 140	\$ 145	\$ 145
Website Updates, Management and Maintenance	\$ 140	\$ 140	\$ 140	\$ 145	\$ 145
Video Production	\$ 140	\$ 140	\$ 140	\$ 145	\$ 145
Project Planning and Management	\$ 140	\$ 140	\$ 140	\$ 145	\$ 145

Form A
Bidder Contact Sheet
Request for Proposal Number 6028 Z1

Form A should be completed and submitted with each response to this RFP. This is intended to provide the State with information on the bidder's name and address, and the specific person(s) who are responsible for preparation of the bidder's response.

Preparation of Response Contact Information	
Bidder Name:	Swanson Russell
Bidder Address:	1202 P Street Lincoln, NE 68508
Contact Person & Title:	Andrew Warner, Account Director
E-mail Address:	andreww@swansonrussell.com
Telephone Number (Office):	402-437-6034
Telephone Number (Cellular):	913-485-7279
Fax Number:	402-437-6401

Each bidder should also designate a specific contact person who will be responsible for responding to the State if any clarifications of the bidder's response should become necessary. This will also be the person who the State contacts to set up a presentation/demonstration, if required.

Communication with the State Contact Information	
Bidder Name:	Swanson Russell
Bidder Address:	1202 P Street Lincoln, NE 68508
Contact Person & Title:	Andrew Warner, Account Director
E-mail Address:	andreww@swansonrussell.com
Telephone Number (Office):	402-437-6034
Telephone Number (Cellular):	913-485-7279
Fax Number:	402-437-6401