# Cost Proposal

Center for Nursing Media Campaign

Request for Proposal Number RFP 115517 O3

Bidder Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Indicate your Total Overall Cost**:**

Bidder must bid the entire cost of the project. Invoices can be submitted monthly or quarterly, whichever is agreed upon by both parties. The Total Overall Cost must include all necessary costs to perform the requirements as outlined in the RFP and any related documents. The total price shall reflect all fees necessary to perform the services in their entirety, such as but not limited to, labor, taxes, equipment, copies, and be F.O.B. Destination.

Please provide a detailed breakdown of your Cost Proposal to demonstrate how your pricing is structured.

Prices quoted shall be net, including transportation and delivery charges fully prepaid by the contractor, F.O.B. destination named in the solicitation. 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.

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.

|  |  |  |  |
| --- | --- | --- | --- |
| **Description** | **Unit Of Measure (UOM)** | **Cost per Unit** | **Extended Initial Term Cost** |
| Conduct Market Research and perform analysis | each |  |  |
| CFN Branding Development | each |  |  |
| Integrated Marketing Services | Per Month |  |  |
| On-going social media marketing and development | Per Month |  |  |
| Monthly meetings with DHHS | Hours |  | INCLUDED |
| Media buys various formats | $ |  |  |
| **Description** | **UOM** |  | **Extended Optional Year 1 Cost** |
| Ongoing Social media development and posting | Per Month |  |  |
| Integrated Marketing Services | Per Month |  |  |
| Monthly meetings with DHHS | Hours |  | INCLUDED |
| Media buys various formats | Per month costs |  |  |
| **Description** | **UOM** |  | **Extended Optional Year 2 Cost** |
| Ongoing Social media development and posting | Per Month |  |  |
| Integrated Marketing Services | Per Month |  |  |
| Monthly meetings with DHHS | Hours |  | INCLUDED |
| Media buys various formats | Per month costs |  |  |
|  |  |  |  |
| TOTAL PROJECT COST |  |  |  |

## OPTIONAL SERVICES

Optional services shall not be included in the total cost. These services are not guaranteed and would be used on an as-needed basis.

## Description Unit of Measure

Design HR

Copywriting HR

Customer requested proof EA

Research HR

Web Design HR

Video/Audio Production (not included) HR

Other…Please describe