

**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	