

**Cost Proposal
988 Media Campaign
Request for Proposal Number RFP 116033 O3**

Bidder Name: _____

Bidder should 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, and copies. 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 for the first one (1) year of the contract.

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

OVERALL 988 MEDIA CAMPAIGN

Please provide your total overall cost to perform all project requirements as outlined in the Request for Proposal and related attachments including, but not limited to, development of a marketing plan, utilization of existing content, coordination and organization of the campaign, buying media placements and the cost of the media placements. The cost shall be based on your proposed solution. The total cost shall equal the sum of Part I and Part II. Do not include optional services.

\$ _____ TOTAL OVERALL COST FOR 988 MEDIA CAMPAIGN (Sum of Part I and Part II)

PART I: DEVELOPMENT OF MARKETING PLAN AND CAMPAIGN COORDINATION

Please provide a detailed breakdown of what comprises your total cost for Part I. This should include the development of the marketing plan, account coordination, and placing media buys. The example below is for sample purposes only. Bidder to provide a detailed breakdown that expresses how the cost was determined.

Example:

Description	Unit of Measure (UOM)	Amount per each UOM	Number of units	Extended Cost
Account Manager	Hourly	\$		\$
Account Coordinator	Hourly	\$		\$
Administrative fee	Lump sum	\$		\$
Other				
Other				

\$ _____ Total cost for Part I

PART II: MEDIA BUYS

Please provide a detailed breakdown of media buy costs based on your proposed solution. The example below is for sample purposes only. Bidder to provide a detailed breakdown that expresses how the cost was determined. If printing and mailing are part of the proposed solution **DO NOT** include postage as a cost.

Example:

Description	Unit of Measure (UOM)	Amount per each UOM	Number of units	Extended Cost
Radio Station – 15 second	Per spot	\$		\$
Radio Station – 30 second	Per spot	\$		\$
TV Station – 30 second	Per spot	\$		\$
TV Station – 60 second	Per spot	\$		\$
Bus advertising	Per month/ bus	\$		\$
Printing	Per piece	\$		\$
Social media	Per click/view	\$		\$
Billboards	Per Billboard	\$		\$
Venues	Per venue	\$		\$
Other				
Other				
Other				
Other				

\$ _____ Total cost for Part II

PART III: OPTIONAL SERVICES

Please provide fees for any optional services not included in the proposal. Optional services include all optional renewal periods. 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 (UOM)	Amount per each UOM	Number of units	Extended Cost
Design	HR	\$		\$
Copywriting	HR	\$		\$
Customer Requested Proof	EA	\$		\$
Research	HR	\$		\$
Web Design	HR	\$		\$
Video/Audio Production	HR	\$		\$
Other...Please describe				

Optional Renewal 1 – Year 2

Description	Unit of Measure (UOM)	Amount per each UOM	Number of units	Extended Cost
Account Manager	Hourly	\$		\$
Account Coordinator	Hourly	\$		\$
Administrative fee	Lump sum	\$		\$
Other				
Other				
Total				\$

Optional Renewal 1 – Year 2 Media Buys

Description	Unit of Measure (UOM)	Amount per each UOM	Number of units	Extended Cost
Radio Station – 15 second	Per spot	\$		\$
Radio Station – 30 second	Per spot	\$		\$
TV Station – 30 second	Per spot	\$		\$
TV Station – 60 second	Per spot	\$		\$
Bus advertising	Per month/ bus	\$		\$
Printing	Per piece	\$		\$
Social media	Per click/view	\$		\$
Billboards	Per Billboard	\$		\$
Venues	Per venue	\$		\$
Other				
Other				
Other				
Total				\$

Optional Renewal 2 – Year 3

Description	Unit of Measure (UOM)	Amount per each UOM	Number of units	Extended Cost
Account Manager	Hourly	\$		\$
Account Coordinator	Hourly	\$		\$
Administrative fee	Lump sum	\$		\$
Other				
Total				\$

Optional Renewal 2 – Year 3 Media Buys

Description	Unit of Measure (UOM)	Amount per each UOM	Number of units	Extended Cost
Radio Station – 15 second	Per spot	\$		\$
Radio Station – 30 second	Per spot	\$		\$
TV Station – 30 second	Per spot	\$		\$
TV Station – 60 second	Per spot	\$		\$
Bus advertising	Per month/ bus	\$		\$
Printing	Per piece	\$		\$
Social media	Per click/view	\$		\$
Billboards	Per Billboard	\$		\$
Venues	Per venue	\$		\$
Other				
Other				
Other				
Total				\$

Optional Renewal 3 – Year 4

Description	Unit of Measure (UOM)	Amount per each UOM	Number of units	Extended Cost
Account Manager	Hourly	\$		\$
Account Coordinator	Hourly	\$		\$
Administrative fee	Lump sum	\$		\$
Other				
Total				\$

Optional Renewal 3 – Year 4 Media Buys

Description	Unit of Measure (UOM)	Amount per each UOM	Number of units	Extended Cost
Radio Station – 15 second	Per spot	\$		\$
Radio Station – 30 second	Per spot	\$		\$
TV Station – 30 second	Per spot	\$		\$
TV Station – 60 second	Per spot	\$		\$
Bus advertising	Per month/ bus	\$		\$
Printing	Per piece	\$		\$
Social media	Per click/view	\$		\$
Billboards	Per Billboard	\$		\$
Venues	Per venue	\$		\$
Other				
Other				
Other				
Total				\$