



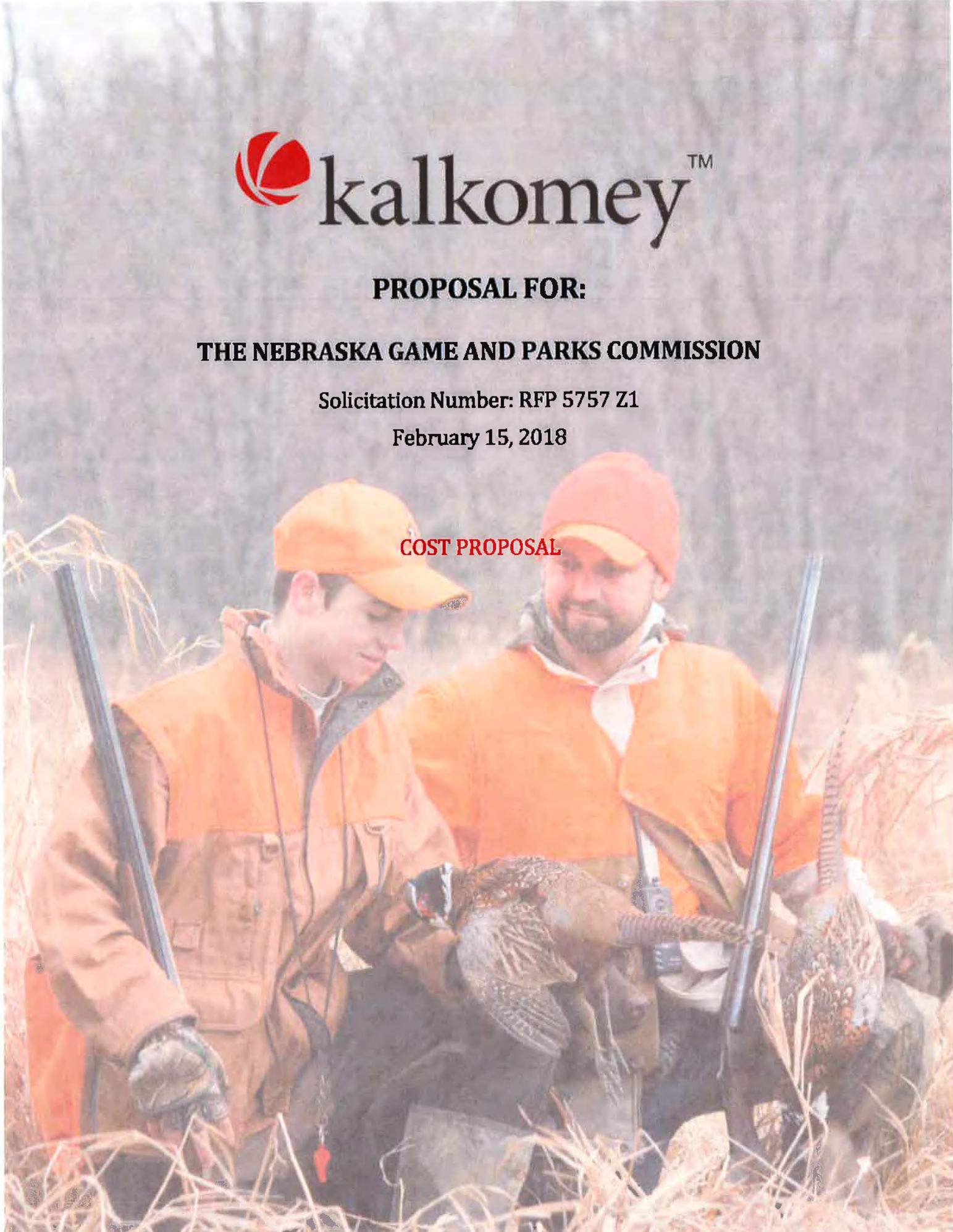
PROPOSAL FOR:

THE NEBRASKA GAME AND PARKS COMMISSION

Solicitation Number: RFP 5757 Z1

February 15, 2018

COST PROPOSAL





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Cost Proposal Request for Proposal Number 5757 Z1

Bidder Name: Kalkomey Enterprises, LLC

Bidder should propose an annual lump sum amount based upon the requirements indicated in this RFP. Payments shall be monthly based on the requirements of this RFP.

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 an award is made or the RFP is cancelled.

Prices submitted on the cost proposal form, once accepted by the State, shall remain fixed for the initial three (3) years of the contract. Any request for a price increase subsequent to the initial three (3) of the contract shall not exceed three percent (3%) 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 90 days prior to the end of the current contract period. Documentation may be required by the State to support the price increase.

The State reserves the right to deny any requested price increase. No price increases are to be billed to any State Agencies prior to written amendment of the contract by the parties.

NEBRASKAland Magazine Subscription Fulfillment

Set Up Fee (one-time payment)
\$ <u>0.00</u>

Initial Contract Period			Optional Renewal Periods			
Year 1	Year 2	Year 3	Year 1	Year 2	Year 3	Year 4
\$55,000*	\$55,000*	\$55,000*	\$55,000*	\$55,000*	\$55,000*	\$55,000*

*pricing above assumes the following:

- 1.) 20,000 subscriptions annually; 10,000 paid by credit card and 10,000 paid by check.
- 2.) 10,000 additional transactions per year (in order to reach the stated 30,000 transactions per year stated in NGPC's answer to question number 10 (20,000 subs + 10,000 other)).
- 3.) Pricing above does not include the cost of promotional campaigns as print and fulfillment costs vary depending on specs and quantity per order. Pricing for any print promotional campaigns (post cards and renewal letters) is included below and should be considered additional to what is proposed above.
- 4.) All transactions are completed using NGPC's credit card processor. Pricing assumes that Elavon (or any other payment processor) will utilize Kalkomey's tokenization process, which enables sales-generating features such as auto-renew and payment profiles.

Kalkomey's annual fee is volume driven. Kalkomey will charge or retain the following fees:

Product/Service	Cost/Unit	Notes
Annual subscription - online	\$2.00	5% discount applied for multi-year subscriptions. 2-year = \$3.80, 3-year = \$5.70.

Annual subscription – check	\$2.50	\$2.50 per subscription year (\$5 if 2-year subscription is ordered).
Other product sales (calendar, etc)	\$1.00	Kalkomey to retain \$1.00 of each non-subscription sale through the system.

Direct-mail print sample prices (invoiced by quantity printed per individual campaign):

Digital Self-mailer

Size: 8.5x11 flat

Paper: 80# digital cover #3

Ink/Personalization: 4/4 variable, medium coverage

NOTE: Address must be oriented so fold is on the bottom.

Templates: 1 included. Additional templates: \$500 each

Finishing: score/perf, cut, fold and tack glue. Tray mail.

Data Processing: Standard Bundle (per run minimum applied)

Current pricing listed below.

Quantity	1,000	2,500	5,000	12,500	20,000
Self-mailer					
Price:	\$1,556	\$1,770	\$2,077	\$3,021	\$3,920
CPM:	\$1,556	\$708	\$415	\$242	\$196
Add'l M's:	\$717	\$372	\$248	\$175	\$154
80# Gloss Cover - #3					
Price:	\$118	\$252	\$438	\$954	\$1,479
CPM:	\$118	\$101	\$88	\$76	\$74
Add'l M's:	\$95	\$92	\$83	\$74	\$73
Total					
Price:	\$1,674	\$2,023	\$2,515	\$3,975	\$5,399
CPM:	\$1,674	\$809	\$503	\$318	\$270
Add'l M's:	\$812	\$464	\$330	\$249	\$227

Examples:

Scenario 1:

- 10,000 annual subscriptions are paid via credit card. (\$20,000)
- 10,000 annual subscriptions paid via check (\$25,000)
- 10,000 'other' product sales (\$10,000)
 - **TOTAL = \$55,000**

Scenario 2:

- 18,000 annual subscriptions paid via credit card (\$36,000)
- 2,000 annual subscriptions paid via check (\$5,000)
- 10,000 'other' product sales (\$10,000)
 - **TOTAL = \$51,000**

Scenario 3:

- 18,000 annual subscriptions paid via credit card (\$36,000)
- 2,000 annual subscriptions paid via check (\$5,000)
- 10,000 'other' product sales (\$10,000)
- 5 print runs of 2,500 mailers per run (\$8,793.55)
 - **TOTAL = \$59,793.55**

Optional Services

Pricing is also being requested for the addition of any service not required in Section V. of this Request for Proposal but still within the Scope of Work. Additional costs should be listed individually.

Service	UOM	Rate
Kalkomey's design expertise (for creation of promotional pieces, if desired)	Hourly	\$60
Kalkomey's marketing consultation (advertising at end of online hunter ed course, paid ads, social media ad campaigns, etc)	Project	\$0
Phone, email, and chat customer support	Project	\$0