



COST PROPOSAL

We are dedicated to delivering our very best work, exceeding your expectations while adhering to your budget, schedule, and needs. Below, please find our allocation of time and resources broken down by year and category.

Prices quoted are at net, and are inclusive of agency fees. Transportation and delivery charges are to be paid fully by Bailey Lauerman.

We anticipate there may be a need for additional production hard costs, and would like to discuss and agree on those upon award.

Fee for Services	Estimated Hours Annually	Initial Contract Period				
		Year 1	Year 2	Year 3	Year 4	Year 5
		Cost Per Hour	Cost Per Hour	Cost Per Hour	Cost Per Hour	Cost Per Hour
Account Services & Management	100-150	\$145	\$145	\$145	\$145	\$145
Strategic Planning & Market Research	30-50	\$145	\$145	\$145	\$145	\$145
Creative Design and Production Services	800-1,000	\$145	\$145	\$145	\$145	\$145
Media Planning & Buying Services	30-100	\$145	\$145	\$145	\$145	\$145
Earned Media & Public Relations	20-40	\$145	\$145	\$145	\$145	\$145
Branding & Cooperative Marketing	40-80	\$145	\$145	\$145	\$145	\$145
Industry Partnerships	5-40	\$145	\$145	\$145	\$145	\$145
Project modifications	20-150	\$145	\$145	\$145	\$145	\$145
Presentation Development & Support	20-150	\$145	\$145	\$145	\$145	\$145
Estimated Hard/Pass Through Costs	Lump Sum Cost	\$TBD	\$TBD	\$TBD	\$TBD	\$TBD



Upon renewal, we would like the opportunity to discuss our partnership further. Below are estimated renewal costs per hour.

		Optional Renewal Year 1	Optional Renewal Year 2	Optional Renewal Year 3	Optional Renewal Year 4	Optional Renewal Year 5
Fee for Services	Estimated Hours Annually	Cost Per Hour				
Account Services & Management	100-150	\$155	\$155	\$155	\$155	\$155
Strategic Planning & Market Research	30-50	\$155	\$155	\$155	\$155	\$155
Creative Design and Production Services	800-1,000	\$155	\$155	\$155	\$155	\$155
Media Planning & Buying Services	30-100	\$155	\$155	\$155	\$155	\$155
Earned Media & Public Relations	20-40	\$155	\$155	\$155	\$155	\$155
Branding & Cooperative Marketing	40-80	\$155	\$155	\$155	\$155	\$155
Industry Partnerships	5-40	\$155	\$155	\$155	\$155	\$155
Project modifications	20-150	\$155	\$155	\$155	\$155	\$155
Presentation Development & Support	20-150	\$155	\$155	\$155	\$155	\$155
Estimated Hard/ Pass Through Costs	Lump Sum Cost	\$TBD	\$TBD	\$TBD	\$TBD	\$TBD

