

BAFO Cost Proposal Request for Proposal Number 6028 Z1

Bidder Name: Bozell & Jacobs LLC DBA Bozell

Due to the dynamic nature of this RFP and the resulting contract, the percentage of time spent on the items delineated in Section IV.E. Scope of Work, will be fluid, with greater emphasis being put on certain areas at different times. This is considered a normal part of the services being contracted and shall be included in the proposed fixed prices.

Provide a fixed cost-per-hour rate for each of the six (6) requirements as indicated. **Hourly Rates must not be expressed as a range.** For evaluation purposes, the hourly rates will be averaged.

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.

A completed Cost Proposal must be submitted with the proposal response.

1. 2. Requirements	Fixed Hourly Rates				
	Initial Period Year One	Optional Renewal One	Optional Renewal Two	Optional Renewal Three	Optional Renewal Four
CornsTalk Newsletter	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00
Media Planning and Placement	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00
Creative Development, Design and Production Services	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00
Website Updates, Management and Maintenance	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00
Video Production	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00
Project Planning and Management	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00

Please note the Commission Rate for Media Planning and Placement has been removed. Also, do not split out the requirements. Do not provide average multiple hourly rates within a Requirement. Provide one fixed hourly rate for each Requirement.

BEST AND FINAL OFFER LETTER

April 24, 2019

Bozell
Ms. Kim Mickelsen
1022 Leavenworth Street
Omaha, NE 68102
E-Mail: kmickelsen@bozell.com

RE: Request for Best and Final Offer for RFP Number 6028 Z1, Advertising Services.

The State of Nebraska, Nebraska Corn Board, has completed its evaluation of the Bidders' Technical and Cost proposals in response to RFP # 6028 Z1. At this time, the State requests an overall Best and Final Offer (BAFO) which will require that a new cost proposal be submitted.

Bidders are requested to resubmit a new cost proposal that includes fixed hourly rates minus the Commission Rate.

Submission Information

A response to this request for a Best and Final Offer shall include a complete cost proposal, which is included in this request for a BAFO.

Failure to submit a Best and Final Offer that conforms to this request may result in the rejection of the bidder's cost proposal and thereby disqualify the bidder's entire proposal from further consideration.

Please submit your response with one (1) original in a sealed envelope by 2:00 PM Central Time on May 2, 2019.

Responses shall be submitted to the following address:

Nebraska State Purchasing Bureau
1526 K Street, Suite 130
Lincoln, NE 68508
Attn: Dianna Gilliland/Nancy Storant, Buyer(s)

The sealed responses will be publicly opened on May 2, 2019, at 2:00 PM Central Time at the following address:

Nebraska State Purchasing Bureau
1526 K Street, Suite 130
Lincoln, NE 68508

For your convenience, responses will be available for viewing after the response opening.