



COST PROPOSAL

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Request for Proposal Number 6028 Z1

Bidder Name: Strategic America

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.** If there are multiple rates associated with a requirement, then identify each rate separately. 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.

Requirements	Fixed Hourly Rates				
	Initial Period Year One	Optional Renewal One	Optional Renewal Two	Optional Renewal Three	Optional Renewal Four
Cornstalk Newsletter	AVG \$117	\$	\$	\$	\$
Project Management	\$115/hr	COLA	COLA	COLA	COLA
Research	\$110/hr	100%	100%	100%	100%
Copywriting	\$125/hr				
Account Planning	\$145/hr				
Art Design/Direction	\$125/hr				
Production Services	\$115/hr				
Proofreading	\$ 90/hr				
Media Buying	\$115/hr				
Media Planning and Placement *	AVG \$111	\$	\$	\$	\$
Media Planning	\$135/hr	COLA	COLA	COLA	COLA
Media Buying	\$115/hr	100%	100%	100%	100%
Media Billing/Reconciliation	\$85/hr				
OR Commission Rate: _____ 9% _____					
Creative Development, Design and Production Services	AVG \$128	\$	\$	\$	\$
Concepting	\$135/hr	COLA	COLA	COLA	COLA
Art Design/Direction	\$125/hr	100%	100%	100%	100%
Video Production	\$140/hr				
Production Services	\$115/hr				
Website Updates, Management and Maintenance	AVG \$140	\$	\$	\$	\$
Interactive Services Management	\$130/hr	COLA	COLA	COLA	COLA
Digital Design, UX	\$150/hr	100%	100%	100%	100%
Video Production	AVG \$138	\$	\$	\$	\$
Video Direction	\$150/hr	COLA	COLA	COLA	COLA
Video Production	\$140/hr	100%	100%	100%	100%
Motion Graphics/Animation	\$165/hr				
Video Editing	\$135/hr				
Photography	\$150/hr				
Design Rendering	\$ 90/hr				
Project Planning and Management	AVG \$120	\$	\$	\$	\$
Strategy and Planning	\$130/hr	COLA	COLA	COLA	COLA
Account Management	\$115/hr	100%	100%	100%	100%
Project Management	\$115/hr				

*Media will be planned and placed based on an effective commission rate of 9%. Strategic America acknowledges that some media promotions and sponsorships may be placed directly as net rate. However, if SA is involved in the review, evaluation and negotiation, compensation is expected either in the form of commission or hourly rates described herein.



CONNECT WITH SA

In closing, we hope we've demonstrated how excited we are about partnering with the Nebraska Corn Board. Working collaboratively—the only way we know how to work—we will bring fresh ideas and energy to your challenges. We will make sure the world understands clearly: Nebraska corn is essential every day. And we're confident you'll come to see Strategic America as the essential partner for the journey ahead.

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